# American Perfumer and Essential Dil Review

14 GLIFF ST., NEW YORK

MAY NINETEEN TWENTY-FOUR



PERFUMER PUBLISHING



American Can Company





# OTTO OF ROSE D'OR

A rigorous appraisement of Otto of Rose may avail itself perhaps of the coadjuvancy of chemical and physical mensuration yet the determining factor must ever be the cogently practical resultant as exemplified in the completed perfume.

OTTO OF ROSE D'OR triumphantly meets the closest scrutiny whether it be that of scientific analysis, of odor test or of ultimate accomplishment. For many years the name has stood consistently for the finest Otto of Rose producible. It is a guarantee not merely of a good Otto of Rose but of the best.

Ungerer & Co. - - - - New York Botu Pappazoglou & Co. - Kazanlik, Bulgaria

Copyright 1923, Ungerer & Co.

# DIANTHINE

#### **CHUIT-NAEF**

Of all the countless number of perfume bases which have been introduced, most are practically worthless, many are good and useful, but only a few are indispensable.

Dianthine, Chuit-Naef, has a proven place among these last. Its creation added a new note to the gamut of odors and one as universally valuable in its way as are those of the rose and the jasmine.

To give a list of the compositions which owe something to the soft yet exquisitely spicy aroma of Dianthine would be to compile an Almanach de Gotha of perfume royalty. The perfumer who has not yet investigated its full possibilities still has a treat in store.

UNGERER & COMPANY
M. NAEF & COMPANY

NEW YORK GENEVA

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# Orris

# Oil Orris Concrete No. 1503

Made from finest Florentine root. Guaranteed FIVE TIMES as strong as Standard Butter of Orris.

Absolutely pure and free from all trace of synthetic violet products.

Acknowledged to be the greatest Orris value by practical Perfumers.

\$12.00 Oz.

# Oil Orris Concrete "W. J. B."

Butter of Orris of standard strength.
ABSOLUTELY PURE. Free from synthetics.
\$2.50 Oz.

# Oleo Resin Orris

A pure fluid Oleo Resin made from selected Florentine root containing all the Essential Oil and odoriferous Resins contained in the root—and nothing else!

\$6.00 Lb.

"ye Oldeste Essence Distillers"

# W.J.Bush & Co.

370 Seventh Avenue

Chicago Office 1018 S. Wabash Avenue

Works: Linden, N. J.

New York

Montreal Office 394 St. Paul Street W.

National City, California

# The Change Has Come

PRICES for Rose and Orangeflower products, with the new crop close to the end, have advanced to quite a considerable extent. We have, on different occasions, called the attention of our customers to the very low figure at which the Rose Absolute, particularly, was sold last year, and also the Neroli, and those of our customers who placed their orders at that time, will derive considerable benefit from it. Our new price list will give our customers the change in prices, and we will be glad to answer any inquiry while the price list is being prepared.

OIL BOIS DE ROSE (ROSEWOOD) This oil has doubled in price. The advance, to the largest part, is speculative and we look for better prices after the new crop which is now being distilled, is available.

OIL GERANIUM ALGERIAN and **BOURBON.** The prices are very much higher. Most of the advance is due to the increase of about 100% in exchange. The large consumption of Geranium at present does not promise much lower prices with the next crop.

JASMIN ABSOLUTE and other jasmin flower products may now be termed as unobtainable until the new crop is available. We claim for our Jasmin products an absolutely natural character and the synthetic Indol would have to be added to obtain the strength which many articles, sold under the same name, show in comparison. Experiments in this direction will prove interesting.

ORRIS CONCRETE and LIQUID. We recommend both, manufactured in our Brooklyn factory, but particularly the liquid which is the concrete free from myristic acid; therefore, far from convenient in use.

OIL PATCHOULY. We continue to distill this oil and shall do so, recom-

mending our product as the highest obtainable and as an oil of unquestionable purity. To supply the demand for lower priced oils, we keep in stock the imported oil.

OTTO OF ROSE. As usual the reports of the new crop are conflicting. We believe, however, that no rush is necessary to provide for future requirements.

OIL YLANG YLANG. We still continue as sole agents for Julio Witte, which is recognized as the highest standard of quality distilled in Manila, but we also have pure, prime Oil Ylang Ylang, from Manila, at lower prices, and the best of Ylang Ylang produced in the Bourbon

MUSK TONKIN and SAWKO. Offers which our agent in Shanghai submits are limited. We have not been able to cover our requirements so far. We expect deliveries will be late, particularly of good quality.

CIVET. Our well known and much appreciated quality of SPECIAL has not changed in price but the quantities obtainable are limited. The low grade, socalled prime qualities are plentiful in the market, as low as half the price of our special quality, but we consider them dear

# GEORGE LUEDERS & CO.

427-429 Washington Street, New York Also at Chicago, San Francisco, Montreal

Factory: Brooklyn

# L. GIVAUDAN & CO.

#### Manufacturers of Artificial Perfumes

Geneva—Paris—Lyons (France)

Sole Agents:

# GEORGE LUEDERS & CO.

New York, Chicago, San Francisco, Montreal

# The Latest News

PHENYL ACET ALDEHYDE or JACINTHE C. P. Under this label we sell the absolutely pure 95/99% article which means the highest obtainable amount of C. P. Phenyl Acet Aldehyde in an absolutely pure product. This article, in this condition, pays a very high duty; in fact, we may say that about % of the price we ask is for duty. We shall, however, continue to supply under this label. the absolutely pure article. The customer will have to note that it is difficult to handle and keep this chemical in good condition and that he will have to dissolve it quickly or add another solvent like Diethyl Phtalate to it. We cannot take the risk of polymerization and we cannot take it back from the customer if he has kept it for a time and the article has polymerized. For this reason, or possibly others, we have noticed that there are quite a number of Phenyl Acet Aldehydes offered in the market as C. P. or guaranteed pure, which in some instances, contain 50% Diethyl Phtalate; in others they contain only 75/85% of pure Phenyl Acet Aldehyde.

Where the Phenyl Acet Aldehyde contains an addition of other ingredients, not solvents like Diethyl Phtalate, but synthetics of an odoriferous character, we recommend to our customers to experiment with our Jacinthes of a different character, offered in our price list and which we would call JACINTHE COMPOUNDS.

CINNAMIC ALCOHOL. We produce this of a pure, perfect character, entirely crystallizable, 100%. This synthetic we may say finds a great deal less use in this country than in Europe and it is our opinion that its flowery character, which develops beautifully in perfume compounds,

has not been sufficiently appreciated here.

CYCLAMEN SAVOY. We bring this exquisite synthetic again to the attention of our customers. It will give excellent results in using it alone or in compounds.

PHENYL ETHYL ALCOHOL. We claim that our product still stands unequalled in scent and in every other character which makes it so valuable for Rose Compounds.

HYDROXYCITRONELLAL or LAU-RINE. We have been able to reduce our price considerably and an experiment or comparison with our product will easily convince the customer that the small advance in price is fully represented in quality.

IRISONES and RALDEINES. Our products deserve a close and careful examination. They may develop entirely different in a ready-made perfume than they appear in pure condition. In both we have always supplied a character which remains unsurpassed.

#### COMPOUNDS

We call your attention again to a number of compounds which we have introduced and which have met with such great success among the American perfumers. It is impossible to name the entire list of compounds. We will be pleased, however, to receive suggestions from our customers if they are looking for compounds of special character. We feel confident that among our great assortment, which is only partly available in our New York Branch, there are a great many which we will be glad to bring to the attention of customers in such cases. We invite correspondence upon the subject.





NEW ORLEANS PHILADELPHIA SAN FRANCISCO TORONTO

# FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET,

NEW YORK CITY

# RED ROSE, SCHIMMEL & COMPANY:

THE Red Rose, incomparable in floral beauty, vivified by the indispensable note distinguishing the real Jac Rose aroma from its imitations.

# ROSE, SYNTHETIC, SCHIMMEL & COMPANY:

Represents the sweetness of the Otto, perfect even to the waxy aroma, but magnified in yield.

# PHENYL ETHYL ALCOHOL GERANIOL CITRONELLOL

SCHIMMEL & COMPANY

Done with the fidelity of every Schimmel product, scientifically and aromatically correct, without any trace of by-product to interrupt the rose harmony.

### OIL LAVENDER FLOWERS BARREME

In all grades from 28 to 52% Natural Ester.

Sole Agents in the United States and Canada for

SCHIMMEL AND COMPANY, Miltitz (Leipzig) Germany

CHAUVET & COMPANY: Cannes, France

1924



Samples on request Twenty-five cents each

# T. C. WHEATON CO. EXPERT BOTTLE BLOWERS

MILLVILLE, N. J.

Telephone 235-236

ESTABLISHED 1888

NEW YORK OFFICE 165 BROADWAY

Telephone-Cortlandt 4917

CHICAGO OFFICE 14 E. JACKSON BOUL.



Hexagon Purse Bottle 2-dr. capacity (Furnished with cap)



# Acetophenone

A marvelous blender with mimosa, lilac, and New Mown Hay. Excellent with terpineol and benzyl acetate compounds. A fine soap odor. Absolutely pure and colorless. No trace of foreign odor.

# Methyl Acetophenone

Finer than acetophenone, particularly in New Mown Hay, since it serves to heighten the coumarin aroma.

Our product is a revelation in purity; water white; perfect odor.

#### Nutonka

Not only finer than Coumarin, but of greater strength. Try it in cold creams and soaps as a substitute for vanillin. It will not discolor or settle out as vanillin does.

A delightful sweetener in rose and violet perfume:. Gives that exquisite note of freshness to lilac and lily.

#### Geraniol

The best America has produced. Sweet, rosy character with no jarring note.

# Ylang Ylang Synthetic

Unequalled as a substitute for Ylang Ylang Manilla. \$10.00 per pound.

# Lily of the Valley

Worthy of its place among the most popular of American perfumes. Absolutely true to type. \$50.00 per pound.

Write for Working Samples and Prices



Cincinnati
1501 West 6#St. New York
242 Pearl St.

1924



A container that will be left on the dressing table in full view has an advertising value for your product.

But the Passaic Pedestal-type Container has more than that. It is so unique and so beautifully lithographed that it will remain on the dressing table as a convenient receptacle for hair-pins, etc., long after your product has been consumed.

It has been so designed that by re-

moving the cover and inserting it in the recess in the bottom of the base, it transforms the cover into a pedestal base and perfects a utility container of distinction. It can thus be used as a pin box, soap dish, button box or for a hundred other things. The consumer will readily realize the utility of this package and purchase another, and by the use of one base and two tops, they can create an elaborate receptacle as illustrated above.

# PASSAIC METAL WARE COMPANY PASSAIC NEW JERSEY

to open Rouge compartment

Ring

# Metal Goods of Quality





Caps—Special Designs and Finishes





Lipstick Containers



Double Vanity Cases—2" and  $2\frac{1}{2}$ ". Single Vanity Cases— $1\frac{1}{2}$ ", 2" and  $2\frac{1}{2}$ ".

Designs to Order

Fitted with Refill device, compacts easily inserted or removed.



The Bridgeport Metal Goods Mfg. Co.

Bridgeport, Conn.

#### THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 166A.

COPYRIGHT, 1924, BY M. UPSHUR VON LEAKOVICS



# Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



# American Ever-growing Coilet Article Industries

The recent successful convention of the American Manufacturers of Toilet Articles proves beyond doubt that the perfumery and allied industries in this country are making stupendous progress, worthy of support and consideration. The magnanimous understanding and desire for co-operation among manufacturers insure not only proprietary ethics of competition, but they create impetus and insure an affront to foreign competition --- frequently un-American in character. Keep up the good work. America's ingenuity if put into play along the lines discussed at the convention will prove mutually fruitful and expedient.

We as manufacturers of raw materials so extensively used in the manufacture of this line---and among the oldest in the world---loyally offer our support aided by many years of experience not only in supplying manufacturers with up-to-date manufacturing data, but Synfleur Quality and Synfleur materials will immeasurably help in creating new business opportunities.

Why Should Manufacturers Use Synfleur Materials?

Because they always give the best results.

They are scientifically made.

They offer the very best quality that the world's markets afford.

They are absolutely pure.

Because every Synfleur material has been critically tested for its quality, its purity, including its olfactory value, and every impurity, even in the slightest traces, has been eliminated.

And last but not least---because Synfleur products are immediately available with intelligent suggestions as to their employment so as to invariably obtain the maximum of efficiency at the minimum of cost.

Don't wait for a salesman---Synfleur materials are sold directly to the manufacturer --- not only at a monetary remuneration to the manufacturer but with insured efficiency.

Yours for service,

SYNFLEUR SCIENTIFIC LABORATORIES, Inc.



# Synfleur Scientific Caboratories. Inc.

m. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



#### THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 166B.

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# Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America







#### Syringeol=Synfleur Erade Mark Reg U.S. PAT. OFF

The Lilac of Distinction, all the sweetness of the blossom---a most delightful, refreshing perfume. Suitable for all perfumery purposes, a great favorite in Toilet Creams.

Pounds \$18.00 Trial ounces \$1.35



# Synfleur Scientific Laboratories, Inc.

Tounded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. A.



#### THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 166C.

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# nfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



# Orientol= I=Synfleur Crade mark Rea, U. S. PAT. OFF.

imparts the delightful perfume of the sweetest Flowers of the Orient to Cold Creams, Lotions and Toilet Preparations generally. Popular throughout the entire world.

Pounds \$17.00

Trial ounces \$1.30







# Synfleur Scientific Caboratories. Inc.

Founded 1889, by Alois von Isakovics M. Upshur von Isakovics, Pres. and Creas. Monticello, New York, U. S. A.



#### THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 166D.

COPYRIGHT, 1924, BY M. UPSHUR VON ISAKOVICS



# Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America





# Rosol=Synfleur

the perfume of the Rose, all the rich, honeylike sweetness of the finest Otto, entirely and instantly soluble. Produces truly magnificent odor effects in all Perfumery products.

Pounds \$39.75

Trial ounces \$2,70



# Synfleur Scientific Laboratories, Inc.

Founded 1880, by Alois von Isakovics M. Upshur von Isakovics, Pres. and Creas. Monticello, New York, U. S. A.



# Every quality in a good container works to one end—to help sell the product it contains

WHO are your final customers? Women, mostly. And women want convenience just as much as they look for beauty and novelty.

Here is a package that women like. It is convenient to use, attractive and novel—a proved sales help. It is a

SIMPLE—but new and good. This Cutex nail polish box has a novel convenience in its double opening—the powder comes out through the small hole, or the entire cover comes off, as the user desires.

American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO

DYOYOYOYO

Canco package.

contents.

When you come to American Can Company for decorated

metal containers for perfumery products, you have at

your call a great deal of real experience and ability in

designing and making containers that help sell their





The Maid of Orleans

# Siege

of

# **Orleans**

Sixteen Decisive Battles of the World— No. 9

"SELDOM has the extinction of a nation's independence seemed more inevitable than was the case in France, when Joan of Arc rescued her country from under the yoke of England," says the English historian Creasy.

Devastated by conquering armies, the wretched remnant of her people forced to their last stronghold at Orleans, the position of France was truly pitiful when the Maid of Orleans inspired by Heavenly Voices came forth to save France.

France was then extremely religious. The people were ignorant and superstitious and the state of feeling was favorable to an enthusiastic belief in Divine deliverance. The people and the soldiers, particularly the English soldiers, believed firmly in her supernatural vision. The astute Dunois realized this and utilized it to the full.

Victory came easily; the siege was raised; and France was saved. Within a year Joan was captured by the Burgundians and burned at the stake.

Not far from the scene of this memorable battle are produced by our principals numerous products forwarded to us for distribution. Among the interesting Synthetics and Aromatic Chemicals now obtainable are:

WISTERIA

CITRONELLOL

LILAS BLANC

LIQUID AUBEPINE

LIQUID ORRIS JASMINE MUSK AMBRETTE TERPENYL ACETATE

LINALYL ACETATE

-and-

A large assortment of highest quality perfume and flavoring raw materials.

### MAGNUS, MABEE & REYNARD, Inc.

257 PEARL STREET, NEW YORK, N. Y.

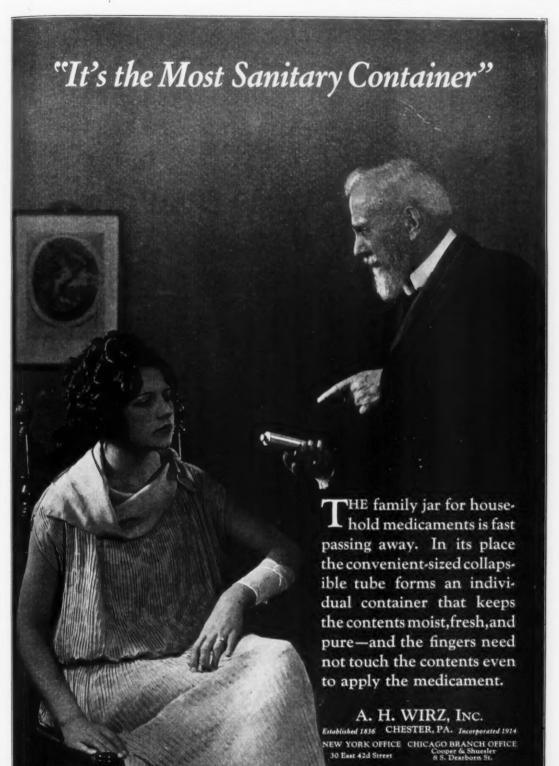
Chicago

St. Paul



Atlanta

Boston



New Chicago Address: Railway Exchange Bldg., Jackson & Michigan

# Containers of Refinement in keeping with your product



HIS package, designed for an After-bath Talcum Powder, represents one of our foremost attainments in a field wherein

we have given many years of specialization.

Daintiness and delicacy joins with practical constructive features, commending our facilities to the producer of Toilet Preparations whose initial claim rests upon the sales attraction of his packaged product.





Metal Package Corporation NY.

Sales & Executive Offices 110 E. 42<sup>rd</sup>St. New York City
Opposite Grand Central Terminal.

Plants-New York City, Baltimore, Brooklyn.
Chicago office: 64 West Randolph Street.



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ROCHESTER, NEW YORK

CHICAGO Chas. A. Rindell, Inc., 64 W. Randolph St. Harvey D. Bodwell. 170 Summer St Wm. H Green, 469-5th Ave

NEW YORK

CARTONS LABELS BOX-WRAPS LITHOGRAPHED

# Beauty That is **Instantly**Noticeable



THE brilliant coloring, the sharp lettering, the perfect register of the lithography, the enamel that will not chip off and the beauty of the design all combine to make your tube stand out wherever it is displayed—on the dealer's shelf, in the display counter or on the dressing table.

A Bond tube not only creates a favorable first impression which largely influences the sale, but it continues to give good service as long as the tube is in use.

Bond Manufacturing Corporation

WILMINGTON

2-2

2-2

DELAWARE



# DE L P H I



# SERVICE

GRASSE

# J. MERO & BOYVEAU Established 1832

FRANCE

Essential Oil Geranium African, Essential Oil Lavender Alpa, guaranteed pure, for Extracts and soaps, Tale and Face Powder.

from our works in the Hautes-Alpes, obtained by steam distillation from carefully selected parcels of Lavender. Our Alpa brand distilled from these plants has no equal for fine perfumes, toilet waters, creams. It has an ester test of 48%.

Recommended as meritorious bases to build the superstructure of a perfume in accordance with ideas dictated by individual requirements

**EXTRAFLORS:** 

Chypre

Bluebelle

Lily of the Valley Ydalia Loriganum

Narcisse FIXATIVES

ODOROLS

SURFLEURS

FLORAL SYNTHETICS

Fixative Ambrine

for perfume, of the highest possible concentration attainable, readily soluble in alcohol.

#### NATURAL CONCENTRATED FRUIT ESSENCES

Guaranteed pure and made of the fruits judiciously selected, cultivated in the Grasse district.

Isle Saint Denis (Seine)

#### Albert VERLEY'S Renown.

France

AROMATIC CHEMICALS

#### ARTIFICIAL FRUIT ESSENCES

Extra Concentrated

Acetate Geranyl

A fresh and rosy fragrance blending perfectly with Jasmin basis.

Benzyl Propionate

which possesses a fragrance finer and sweeter than Acetate Benzyl with which it can be combined very satisfactorily to the extent of about 15 to 20%, to impart freshness and originality to compositions, especially Jasmin.

Butyrate Rhodinol

A constituent of Moss Rose, Useful in Violet compounds to which it imparts a velvety fineness.

Ethyl Anthranilate

more delicate and sweeter than Methyl Anthranilate, with less tendency to discolor in compounds.

Peolia

Develops the power of a bouquet and communicates an original effect of special character.

Acetate Phenyl Ethyl

Alcohol Phenylethyl Extra Rhodinol Droit Rhodinol Extra

THAL-ASSLING

#### Erste Tyroler Latschenöl-Brennerei Brüder Unterweger

TIROL, AUSTRIA

CONIFEROUS OILS, GUARANTEED PURE

Oil Pinus Pumilio, U.S.P., Oil Abies Alba, or Silver Fir Needle Oil, Oil Savin, Genuine, Oil Juniper, Natural,
Twice Rectified, Terpeneless and Sesquiterpeneless. Siberian Pine Oil.

6 Factories

13 Awards

# DELPHI PRODUCTS, Inc. 95 Beekman Street, New York City

Telephone-Beekman 1514

Cable Address, "Incense"

# "Duds"—

I T IS almost impossible to pick up a newspaper without reading a little note tucked away somewhere, the import of which is invariably the same:

manage and the second s

"A peasant plowing in his field near was instantly killed when his plow set off an unexploded shell which had been buried in the soil ever since was shelled by the German artillery in 1918."

These unexploded shells were called "Duds" by the A. E. F. They were good shells except for one thing—they didn't deliver the goods until long after the war was over.

There are lots of "Duds" in this business, too. Some perfumes are all dressed up in fancy bottles and people buy them ONCE. Their makers never know just why customers don't re-order.

We know!

The manufacturers have used inferior basic oils and cheap synthetics in order to pare their costs a trifle.

Because of this false economy, their perfume creation turns out to be a "Dud" and the public will have none of it.

Don't YOU make this fatal error.

Buy your aromatic chemicals from the House of Quality to insure results.

# RHODIA CHEMICAL COMPANY

89 Fulton Street NEW YORK CITY

Sole American Agents for the

SOCIÉTÉ CHIMIQUE des USINES du RHÔNE

Quality Unexcelled



# dth of a manufacturer's experience is t

THE breadth of a manufacturer's experience is the measure of the quality of his products.

Three years before Napoleon broke his exile at Elba to set out on the adventure that had its climax at St. Helena there was founded at Grasse the house of Bruno Court. This firm was among the pioneers that made of Grasse the leading source of the world's supply of natural flower oils.

One hundred and twelve years of manufacturing flower oils have given the house of Bruno Court an experience that rivals in richness the gorgeous coloring of a Gobelin tapestry. This experience is mirrored in products of a superlative and an inimitable quality—in products of an integrity that maintains scrupulously proud, century-old traditions of service to the perfumer.

Today, well past the threshold of its second century of service, the house of Bruno Court is animated by the same vitality, by the same spirit to serve, that spurred on its founders. Today its products, once known only locally, have an international reputation. Wherever perfumes are made there one will find Bruno Court natural flower oils.





THE perfume tests that were recently run at Columbia University and at the last Perfume Show in New York City by Dr. A. T. Poffenberger, associate professor of psychology at Columbia, again demonstrated that women, removed from the influences under which they usually buy perfumes and thus enabled to express an impartial choice, prefer the single flower odor to the bouquet type.

Six odors were submitted in "blind" packages: four single

flower odors and two bouquet odors.

Lilac was the almost unanimous first choice. A bouquet odor was second choice. A single flower odor—Jasmin—was third choice. Then came another bouquet odor, followed by the two remaining single flower odors.

Various conclusions can be drawn from the results of these tests, the obvious one being that, in buying perfume, women are guided by prestige rather than by their sense of smell. In

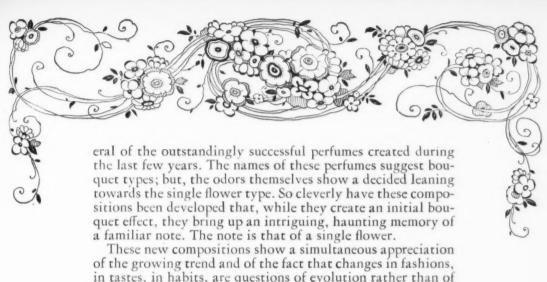
other words: the nose smells, but the label sells.

Another, and highly significant, conclusion to be drawn from the tests is that the single flower odor is coming back.

Several years ago a very comprehensive perfume test was run in New York City, with results that were at absolute variance with those of the more recent tests. At that time, bouquet odors were preferred by a wide margin. The fact that single flower odors are now preferred would seem to indicate that public taste has undergone a marked change.

Another straw that seems to point the direction of the wind will be found upon examining the nature of the odors of sev
INCORPORATED

GENERAL OFFICES
118 E. 27" St., New York City
PARIS
28. Rue St. Lazare
CHICAGO
19 S. La Salle St.
CANADA
MORANA LIMITED
42 Wellington St. East
Toronto
WORKS
Elizabeth, N.J.

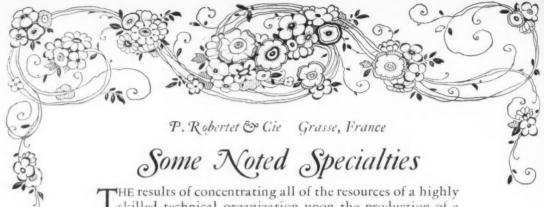


in tastes, in habits, are questions of evolution rather than of revolution. There are no violent upheavals—no marked upward and downward movements. The single flower odor is therefore emerging slowly from the bouquet odor. By almost imperceptible degrees will it shed its multi-noted chrysalis to

eventually re-appear in its pristine purity.

The development of compositions of the new "bouqueted single flower' type, compositions that, while in harmony with the prevailing mode, sound an anticipatory note of the eventual dominance of the single flower, offers the perfumer an intensely fascinating and potentially profitable field of study. In the "Senteur" series of aromatic bases\* he has at hand the means of creating a core of sensuous, voluptuous notes penetrated by a note of transparent and appealing simplicity. Experiments with these bases, samples of which we will gladly send upon request, may tap hitherto unopened veins exceptionally rich in potential perfume successes.





The results of concentrating all of the resources of a highly skilled technical organization upon the production of a small group of products is well illustrated by the prestige that the natural flower oils of the house of Robertet have achieved among perfumers. The superb quality of Robertet Jasmin Absolute and Jasmin Concrete, Rose Absolute and Tuberose Concrete has been an influential factor in a number of the outstanding perfume successes of recent years. We will gladly send samples and prices of Robertet specialties promptly on request.



# Muguet Robertet

THE item that has perhaps contributed most towards establishing the reputation of the house of Robertet among perfumers is that noted Lily base: Muguet Robertet.

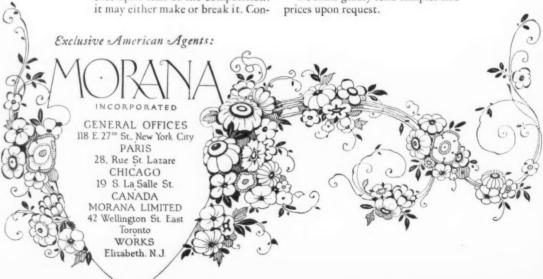
The dominant note in Rose and Lily compositions is imparted by the Lily base. Figuratively speaking, it may be called the soul of Rose and Lily perfumes. As such, its character exercises a powerful influence upon that of the composition: it may either make or break it. Con-

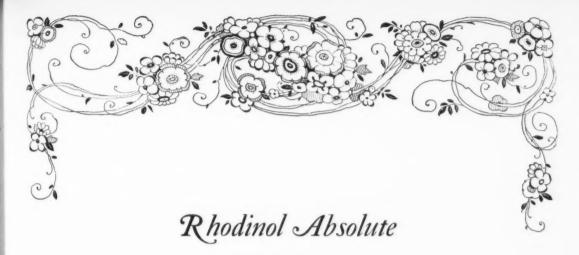
sequently, in selecting a Lily base, all other considerations must bow to quality.

As a Lily base Muguet Robertet enjoys—and deservedly so—a worldfamous reputation. Known for the results that it yields, it is essentially a product that is bought on the basis of "quality first."

Muguet Robertet is never sold in other than sealed original packages.

We shall gladly send samples and





RHODINOL Absolute Morana is a typical illustration of the results achieved by undeviating adherence to manufacturing standards that have quality as their goal.

The dominant qualities of Rhodinol Absolute Morana are its rosy sweetness, undefiled by even the slightest suggestion of a by-odor—its lack of any tendency to sour—its colorlessness—and the tenacity of its initial sweetness, even after drying out on the test strip. These characteristics stamp the purity of the product: they are the undeniable proofs of its entire freedom from blending.

In those modern types of odors of which Rose forms the base, particularly in light and delicately colored compositions, the use of Rhodinol Absolute Morana yields results comparable only with those that follow the use of the natural product.

Samples will be sent gladly upon request. We suggest that they be compared with those of the best imported brands.





IN ALL lines of products, certain brands are the recognized measuring sticks of quality. In Otto of Rose, Christoff's CXC brand is the generally accepted standard. The prevailing conditions in the Otto of Rose market make this preeminently a time for comparing first and then buying. Christoff's Otto of Rose is sold only in sealed, original coppers containing either 4, 8, 16, or 32 ounces. Sample and price sent promptly on request.

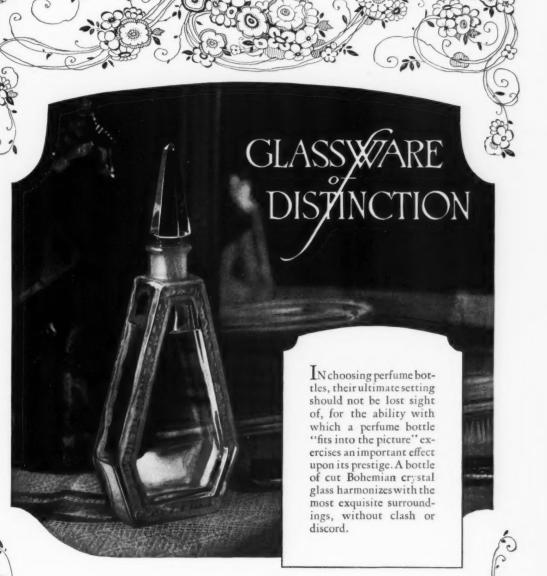


Salv. di Dco Rognetta Reggio-Calabria, Italy

# Bergamot

THE odor value of Bergamot is directly proportionate to its ester content. This, therefore, is the determining factor to the discriminating purchaser. Bergamot Rognetta, with from 40 to 45 per cent of ester, has an odor value that makes price a mere matter of detail in selection. A sample will speak for itself. Sent promptly on request.





10RAN/

INCORPORATED

GENERAL OFFICES 118 E. 27Th St., New York City PARIS

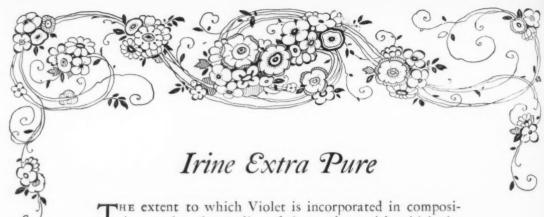
28, Rue St. Lazare CHICAGO

19 S. La Salle St. CANADA

MORANA LIMITED

42 Wellington St. East Toronto

WORKS Elizabeth, N.J.



The extent to which Violet is incorporated in compositions makes the quality of the product with which the Violet note is sounded of the utmost importance. Unless the quality is irreproachable, the Violet note becomes a discord in the formula instead of a source of harmony.

Irine Extra Pure sounds the Violet note with a sweetness, with an exquisitely smooth mellowness, free from the slightest blemish of a discord in the way of a chemical by-odor. These characteristics, which are rarely encountered in aromatic chemicals, are the direct results of certain exclusive manufacturing processes that we have developed in our plant at Elizabeth, N. J.

To bouquet odors of the modern type, Irine Extra Pure contributes the note in which lies the secret of the constantly mounting prestige enjoyed by these creations.

In creams and powders, in which the initial odor value is so frequently lost or depreciated upon the application of these products to the skin, Irine Extra Pure is of particular value, inasmuch as it assures the sustentation of the Violet note.

In soaps, particularly in liquid and paste shampoos, Irine Extra Pure withstands successfully the deteriorating effects of traces of alkali.

We will gladly send samples of Irine Extra Pure upon request.





# A Berg pro every author Our warehor suring you state of the state of t

and wherever alcohol is used specify

A Berg product, consistently dependable, made in every authorized formula.

Our warehouses are located at strategic points, assuring you fresh stock at short notice.

Get our prices on formulae 39, 39A, 39B or any others

### DAVID BERG

INDUSTRIAL ALCOHOL CO.

Delaware Ave. and Tasker Street Philadelphia, Pa.

527 Hudson Street

New York City





# New Synthetic Flower Oils

Ambre Powder Aurantine Aurantine Savon Benol Centiflor Chevrefeuille Chyprol Cytheria Ciprice
Dianthus Flor
Floreal
Giroflee Flor
Lilas Flor
Lilas No. 72
Lyrose
Muguet Flor

Narcisse Flor Oeillet Flor Opoponal Original Flor Real Violet Rose Safranos Rose Rouge Sweet Pea Flor

# Specialties

Ambrettol (Musc Ambrette)

Heliotrope Concrete Oleo Musc Rose Alpine Tilleul (Hydroxycitronellal)

Vanilline

Violette: Alpha, Beta, Keton, Methyl Geranium Leaves artif.

Acetate Eugenol I fixateurs
Acetate Isoeugenol I modernes
Acetephenone
Aubepine
Benzyl Benzoate
Bouvardol
Cinnamic Alcohol from Sytrax
Citral chim. pur
Citronellol
Civet Liquid
Cyclamol
Eugenol
Geraniol
Geranylacetate
Geranylformiate

Jasmin No. 74

Jasmone
Isoeugenol
Irisolette pure 100%
Linalool
Linalylacetate
Linalylformiate
Methylanthranilate
Neroli synth., M & B
Phenyl Ethyl Alcohol
Phenyl Ethyl Benzoate
Phenylacetaldehyde
Rodinol
Salicylate of Amyl
Skatol 100%
Violet Blanche
(Methyl Heptine Carb.)

We ask the American Perfumers to consult us in the event they desire to put on the market a new perfume, and we shall then be glad to submit them samples of New Modern Basic products to serve as a foundation, and to give a special character.



Reproducing the sweet, natural perfume of the Dianthus Flower; very useful in odors where a spicy note is desired.

TH. MÜHLETHALER, SOCIETE ANONYME Nyon, Switzerland

Exclusive Representative in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl St., New York

1924

# TOMBAREL FRERES

**GRASSE** 

Originators of "Supreme" Quality

# NATURAL ESSENCE ABSOLUTE

BY EXTRACTION

Patchouly Sandalwood
Vetivert India Iris
Mousse de Chene Styrax
Castoreum Labdanum
Labdanum decoloree
Balsam Peru Benzoin
Civet Purified Opoponax

These natural Essences represent the soluble matter extracted from the material specified above, and therefore, should not be confused with Oleo-Resins, or Resinoides.

Our special process for extracting this material eliminates all insoluble and resinous matter.



Exclusive Representatives in the United States and Canada

Orbis Products Trading Co., Inc. 215 Pearl Street, New York, N. Y.

A good nose is rather to be chosen than great riches.

A good nose is something more than polariscope and balance—more than alembic and beaker.

A good nose says of the cheap and nasty: "they shall not pass!"

—but, if you have neither nose nor instruments, then remember, that our tests are sound, exacting, conclusive—you may safely draw from our stock.

# M. L. BARRETT & CO.

Importers

ESSENTIAL OILS——SYNTHETICS——BOUOUETS

233 West Lake Street, Chicago, Illinois



# Jasmin Fleur

Fulfills the requirements of the most discriminating, wherever an artificial Jasmin is used.

Our Jasmin Fleur possesses the strength, sweetness and flowery character of natural Jasmin.

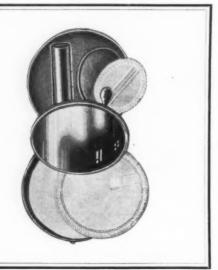
Write for sample and price

# VAN DYK & COMPANY

Founded 100

WORKS: JERSEY CITY, N. J. 6 Platt Street New York

In making perfumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s brand Diethyl Phthalate.



DOUBLE—TRIPLE

21/2"

# Watch Case Vanities

Doubles Triples



NEW? Yes: radically different from anything heretofore offered—the latest word in vanities.

The illustration shows the convenience of the box with its watch case construction—a feature that insures unusual convenience, strength and service.

Double 2 inch and  $2\frac{1}{2}$  inch—Triple  $2\frac{1}{2}$  inch. Low in height. Spring button catch.

Light in weight. Full size rouge and powder compacts. Refill arrangement. These are the new numbers you have been waiting for.

Trece Vanities do not compete with yours, as they are sold only to the trade in complete packages.

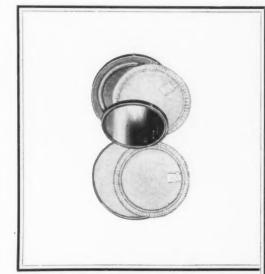
> Samples and Prices To the Trade Only

# The Trece

130 Willis Avenue

# Rouge Powder Lip Sticks

Trece Standard of Quality



DOUBLE-2"

In the final analysis, it is the quality of the products you use that brings repeat business. The novelty of your box may attract the buyer for the first time, but it is the satisfaction Milady obtains from using high quality rouge, powder compacts and lip sticks of exactly the desired shade that brings her back for more packages.

#### The New Trece Shades

Frambois Rouge Roseglo Changeable for the Lips



Trece Service Means Something. Try it for Proof. Write for full Information.

# Laboratories

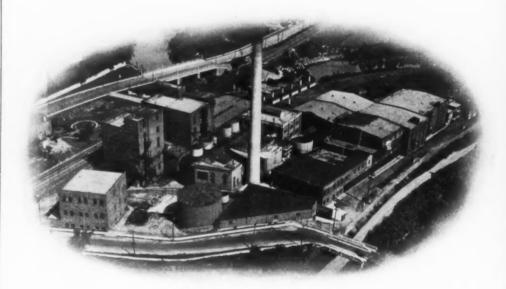
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# Perfumers' Alcohol

PURE-190 PROOF-U. S. P. QUALITY ALSO DENATURED IN ALL FORMULAE



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We invite your interest in

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and gladly submit samples of the following:

#### HEIKO VERAFLOR

A completely new, so far unknown body, with an extremely flowery character, and of long lasting quality. In spite of its apparently tender odor, it has surprising strength and such penetrating qualities that small quantities are sufficient to give your compositions a singular character.

#### HEIKO VIOLET "S" No. 781

A new Violet combining great strength with a sweetness of odor, as no product so far has been able to give.

#### HEIKO LILY OF THE VALLEY "S"

Lends to compositions made with it an extraordinary natural, strong perfume. It is lasting and has quite a capacity for diffusing the odor of natural Lily of the Valley.

#### HEIKO FIXATEUR AMBRA NEW

Has a powerful lasting quality. Use it in the now so popular Oak Moss compositions.

HEINE & CO.

**NEW YORK** 

Telephone: Beekman 1535

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# HEIKO-LILAC "A"

The leading base for Lilac Compositions

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By far the best Synthetic Jasmine on the market. Accepted by leading perfumers all over the world as the most satisfactory product of its kind. A specialty of our house. It has the character of the natural flower.

> Heiko Jasmine "E" A New Jasmine

Heiko Jasmine Colorless No. 151 Colorless New

Heiko Jasmine

Heiko Jasmindol "S"

Gives the sweet Jasmine note in Lilac Vegetal

# HEIKO-JASMINETTE WHITE

The best colorless Jasmine on the market. Distinguished for its softness of odor. One of our leaders.

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**NEW YORK** 

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# ISCO SILVER TALC

unceasing vigilance, resulting in a high standard of production, has won for us the reputation for unfailing reliability for which we have striven.

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46 CLIFF STREET

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#### TERPINEOL

Delawanna

This Terpineol is the result of long and careful manufacturing experience. Maintained at a high degree of purity and uniform in quality, it recommends itself for the requirements of the Soap Manufacturer and Manufacturing Perfumer.

#### TERPINEOL EXTRA

Delawanna

Terpineol Extra is a specially fractionated Terpineol, pure and free from added perfume material. It is designed for the most exacting demands of the Perfumer who is seeking a product of extra fineness.

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Delawanna

The correct melting point and physical constants are a guaranty of the chemical purity of this product. The manufacturer can rely on its uniformly true fineness of flavor and aroma.



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LET us help you to improve your package. We are experts in our line. Always something new and distinctive. Get in touch with us (telephone Vanderbilt 0321-0322) and we will have a capable and practical representative call on you. It will be to our mutual advantage. Samples gladly submitted.



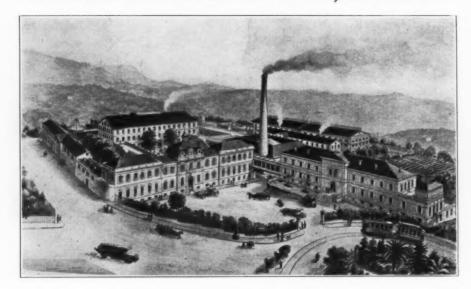
One of Our New Styles.
Our 1098—344 oz., Toilet, with 1095 Stopper, frosted. We also make this style in ½ and 1 oz. Perfume and 8 oz. Bulk.

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# Societe Anonyme des Etablissements ROURE-BERTRAND FILS, GRASSE



We call your special attention to our

# OIL PATCHOULY

Distilled from Singapore Leaves

Samples and Quotations on Request

## ROURE-BERTRAND FILS, Inc.

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461 Fourth Avenue

New York

# Societe Anonyme des Etablissements Justin Dupont

Argenteuil (S. & O.), France

# Fleur d'Oranger Invar

Remarkable for its refreshing odor and delicacy. Will not discolor and is wholly soluble in alcohol.

#### Nardol

A new product, delicate and tenacious, resembling in character of odor that of the Narcissus flower.

Samples and Quotations on Request

JUSTIN DUPONT, INC.

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New York

#### OIL YLANG YLANG

(MADAGASCAR)



S OME years ago we introduced on the American market Oil Ylang Ylang Madagascar, an oil produced by a coterie of French distillers located in Madagascar and Nossi-be who were devoting themselves to the production of the finest oil producible.

Their determination has never faltered and they have kept pace with every technical advance in production and distillation, discarding all inferior flowers and selling under their brand only the best fraction of the oil distilled.

This oil has been and now is distributed exclusively by Ungerer & Company and should not be confused with the ordinary commercial grades of Nossi-be or Madagascar oil which

have since come on the market and which are demonstrably inferior, even by a superficial test.

We are also headquarters for the finest grades of Bourbon Ylang Ylang

#### **UNGERER & COMPANY**

**NEW YORK** 

SWINDELL BROS, fully value the complete confidence implied in the patronage of the leaders in the perfume industry. They habitually write their appeal for public patronage in Swindell glassware.

Write us about any style of bottle

SWINDELL BROS.

BALTIMORE, MD.

NEW YORK OFFICE, 200 FIFTH AVENUE



3½ oz. Toilet Water No. 801 Stopper No. 412

Bottles which brilliantly reflect the perfumer's purpose—made only from covered pots, insuring highest quality.

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Main Office and Factory

MILLVILLE, N. J.

NEW YORK

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CHICAGO

BOSTON

SAN FRANCISCO

THE Ideals of Truth and Service have for many years, been prominent in the world of advertising and selling.

Only short sighted persons still believe that to make a sale terminates a business transaction. It is much more in harmony with the best practice to consider that a sale begins a mutually profitable relation.

Whenever the manufacturer has shown good faith and truthfulness, superior buyers have gathered around him and built up a permanent and enthusiastic following.

The great slogan "To make the world safe for democracy" is certainly being carried over from politics into the field of industry.



The Same Since 1768

# CHIRIS

Antoine Chiris Company 147-153 Waverly Place, New York

1924

#### VIOLET LEAVES

THE flower is not the only part of the Violet plant which is used in the art of perfumery; the Leaf also contains an essence, which though quite different from that of the flower, is of no less importance and adds to the compositions with which it is used a leafy scent which calls to mind a small bouquet of the flower amidst its leaves.

The Leaf of the Violet has gained an important place in Perfumery and is treated solely by an extraction process with volatile solvents. This essence of the leaves may be used, not only in compositions of Violet, but also whenever an odor of fresh green is desired. In proper quantities it can also be used with great success together with certain Muguets, Chypres, Mimosas, Fougeres and other compositions.

VIOLET LEAF CONCRETE VIOLET LEAF LIQUID ABSOLUTE, Colorless VIOLET LEAF LIQUID FLOWER ESSENCE



The Same Since 1768

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#### LAVENDER FLEUR: CHIRIS

**C**RANCE is the home of the Lavender. which grows wild in twenty departments of the country, and every year during August and September, peasants of Grasse climb up into the Higher Alps, to the districts of Lus-a-Croix-Haute, Valouse, Ballons, Teyssieres, and Vesc, to pick Lavender Flowers. Great care is taken to make collections on cool, quiet days, preferably in early morning or late evening. About 200,000 pounds of these flowers are used annually for the distillation of Lavender Oil.

The House of Chiris was established in Grasse, in 1768, and since its very foundation has always regarded LAVENDER FLEUR as an important product, calling especially for particular attention.

> Let us submit samples and quote on your requirements



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THE continued high price of all natural Jasmine products has lead many users in the direction of substitution to obtain the desired results at a cost more in keeping with what a finished product can stand.

Synthetic Jasmines always contain varying proportions of the natural and the quantity thus incorporated regulates the price.

#### CHIRIS:

JASMIN ARTIFICIAL A. C. JASMIN D'ESPAGNE JASMIN BLANC

are firmly established fixtures in the perfumery field, therefore, need no introduction except to the uninitiated.

May we submit samples and quotations?



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# Tubes that Match the Product

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SHEFFIELD TUBES

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The best known—the best liked.

You'll find them Everywhere.

Quality is always several strides ahead of our price.

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Oils: Lavender, Rosemary, Spike Lavender, Thyme (White and Red) Neroli Petals, Petitgrain, Vetivert Java, Geraniums, Roses Resinoid Oak Moss, Etc.

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A Most Intensive Colorless Product

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A Specialty of Ours That Is Unequalled

Samples and Prices Gladly Furnished by Our Exclusive Agents

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Importers of

## Perfumers Raw Materials

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Not only fixes, but will tone up your product that doesn't round out as it should.

#### MAO LIQUID COLORS, Imported

The most satisfactory colors.

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Especially for Perfumes and Extracts. Rapid and clear.

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#### MUSK OMEGA "FLORA"

A beautiful crystal, better than Musk Xylol. Will not cause brown or black stains to appear in soaps.

#### **MUSK AMBER "FLORA"**

Best substitute for natural Ambergris. A yellow powder that is worthy of a trial.

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The best substitute for the natural ever produced. Let us send you a sample.

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NEWYORK ROCHESTER LOS ANGELES 315 West 6th Street



#### ROSE CENTIFOLIA

THE ideal base for a true Red Rose perfume.

Rose Centifolia imparts the powerful, refreshing and exquisite fragrance of the American Beauty Rose.

Rose Centifolia works equally well in fine Creams and Powder blends, as well as in the finest perfumes.

# SYNTHETIC AROMATIC CHEMICALS (Rose products)

#### PHENYL ETHYL ALCOHOL

One of the main constituents of the Natural Attar of Rose.

#### PHENYL ETHYL ACETATE

Has the sweet, refreshing and somewhat fruity odor of fresh Rose leaves.

#### PHENYL ETHYL PROPIONATE

Similiar to the Butyrate, but more mellow. Added to Rose blends, it will impart the sweet, refreshing yet soft perfume of the Red Rose; also essential ingredient for fine Strawberry and Peach Flavors.

#### PHENYL ETHYL PHENYL ACETATE

A crystalline product, having a faint, rose-like odor and possessing great fixing qualities; useful in Rose, Jonquil and Narcisse blends.

#### PHENYL ETHYL BUTYRATE

On account of its high purity, the product has a strong odor of freshly cut Rose leaves. Used in Raspberry Flavors, it will improve both aroma and flavor.

GERANIOL ROSE CITRONELLOL, extra pure RHODINOL ROSE

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C. E. ISING
CORPORATION



MANUFACTURING CHEMISTS
FLUSHING

NEW YORK



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We welcome inquiries from any manufacturer of a product which is or can be sold in tube containers.

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Hostorn

(Nestern)







Plake Schwarz Std.

#### Phenylacetaldehyde

in small quantities, blends well in rose compounds. In many other perfumes it is an indispensable note. Not a single brand on the market can be compared with our make, which is the finest obtainable. Our agents have always fresh supplies in stock and will be glad to send you a quantity for trial.

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Synthetics
Essential Oils
Aromatic Chemicals
Flower Oils

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Chicago Agents of Wangler-Budd Co., Inc. A. C. DRURY & CO., 420 Rush Street, Chicago Phone Central 2849

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Benzalidenaceton
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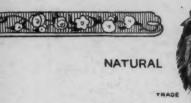
Citronelloi
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Linalool
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Methylparacresolether
Methylparacresolether
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STRENGTH

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IN ORIGINAL UNOPENED CONTAINERS We now offer new-crop oils

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22-28 ELEVENTH STREET LONG ISLAND CITY GREATER NEW YORK Collapsible Tubes

Plain and Decorated Pure Tin, Tin-Coated, Lead



of all Varieties. Plain and Plated







White Metal Manufacturing Co.

Hoboken, N. J.



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colorless, absolute

### CLAIR DE LABDANUM

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### WHY THE BARBER

as told by Hon, Nelson B. Gaskill, of the Federal Trade Commission, in an address before the convention of the Imerican Manufacturers of Toilet Articles, New York City, April 21, 1921.

"I went into a barber shop the other day in Washington when the barber was lamenting the fact that he could no longer get a certain make of shoe. He said he had bought that shoe for ten years because that shoe was always good, had always suited him and he always got his money's worth, and his feet were comfortable. He had heard there were some of those shoes on sale in Richmond, and he said he was going to Richmond to buy a pair. That is what confidence meant to him and to the maker of the shoe. When you get the customer's confidence, you have got security and you can get it in no other way."

#### VOLA Flower Oils\*

Vola Sweet Pea Vola Carnation Vola Hyacinth Vola Heliotrope Vola Narcissus Vola Tuberose Vola Jonquille

\*Our VOLA group of flower oils holds the highest position for pure quality. A series of especially fine oils for the building of bouquet and single flower perfumes. The very finest product you can use.

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Phenyl Ethyl Alcohol Rhodinol Iso Eugenol Alpha Violet Higher aliphatic alcohols and aldehydes Mousse de Chene absolute Jasmin absolute Essence of Labdanum and Styrax Ylang Bourbon Oleo Resin Opoponax D. I. Essences (Marey's absolute terpeneless and sesquiterpeneless oils). d

### WENT TO RICHMOND

As the barber went to Richmond for the shoe he trusted, so your customers return to the compact, perfume, tonic, cream, which commands their confidence.

The van Ameringen business is built on confidence too—a customer-confidence based on these fundamentals:

Unquestioned uniformity of quality

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Truthful selling and trustworthy products.

Raw materials, whether flower oils, synthetic chemicals or essential oils, bearing the mark of Marey & Cie., or our own orange and black ALVA label, are worthy of your trust and waiting for your tryout.

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Sole United States Representatives for Marcy & Cic., Paris, France

15 Irving Place, New York City Chicago Office—180 N. Market St., Chicago, Ill.

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Thas come to our attention that certain parties in no way connected with this organization are using a similarity of names to solicit business.

Please be advised that the only members of this firm are Bernhard Kronish, David Kronish and Arthur Loewy

and that they and they alone constitute BeeDeeKay Laboratories.

In a sincere desire to protect our friends and with a full sense of pride in both the privilege of serving you and the maintenance of the highest possible quality standard we emphasize the point that we have no connection with any firm or persons of similar name.

Yours cordially,

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l	AZURAL	
(	CLOVER	
1	MAFLUR S	Y
]	ASMIN JO	9
1	LILAC POO	2
	MYLIS &	d
1	OCUST G	7
1	ROSEOL	1
6	SANDAL	
9	VIOLET	

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EAUD OUININE SPL. EAU D COLOGNE SPL. FLORDOL LAVEDOL LILAC- V . LILAC-B BAYOLE VIOLET ROSE-F LILAC-F TONIC-AB TONICO-H TONICO-G TONICO-W TONICOL ORIENTALS ROSE CREAM SPECIAL

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Lemon Cream, Cold Cream, Beauty Cream, Vanishing Cream, Massage Cream, Honey and Almond Cream, Dental Cream, Coccanut Oil Shampoo, Quinine Hair Tonic, Greaseless Hair Dressing, Fancy Bay Rum, Toilet Water, Perfume, Face Powder, Talc and Baby Powders.

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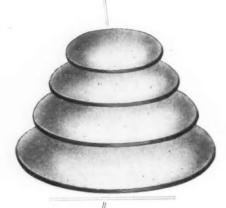
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IT is our earnest desire to offer not only the highest quality products but to give full, sincere service; to grow bigger, better and stronger but only by giving sound, solid satisfaction to our customers, and by a rigid adherence to our motto:

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All we ask is an opportunity to prove it.



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I N our big new sunshine factory, our facilities for assembling complete vanities under YOUR OWN PRIVATE BRAND are unsurpassed.

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N. Y.





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It costs me between \$30,000 and \$40,000 per year to gratuitously render this service to my patrons.

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Y OU might recall your history way back to the time of Solomon; it is related that when the Queen of Sheba visited that far-famed King, she brought some natural flowers and also some beautifully made, delicately scented artificial flowers. It seemed humanly impossible to tell the difference between them. To test for herself the wisdom of which she had heard so much, the Queen asked Solomon to point out the product of nature. The King then directed his servants to open the window. A wandering bee flew in, circled the room, and alighted on the natural flowers!

One would say, then, that you can't fool a bee, BUT I have just had an experience that will change your mind. The odor of "ORANGE BLOSSOM T" was on a small blotter on my desk and while my window was open, two bees flew in; circled around in their usual buzzing manner near the window and then within a minute or two alighted, first one then the other, on the blotter.

Why? Merely because they were fooled and thought the lovely sweetness was a product of nature.

I'll bet this is just the odor you have been wanting for some time—surely, at any rate, you'll have use for an exquisite fragrance such as this, even though you hadn't previously thought of adding a new odor to your line—and "ORANGE BLOSSOM" being the "flower of June" you should not hesitate about adopting it in time for your Summer trade. The price is certainly right, at \$12.00 per pound—and at once you'll agree with me there is no doubt about the beauty of the odor-composition—and for "lasting qualities" I'll say from experience, it can't be beat.

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(Including formula for best results.)

"ORANGE BLOSSOM T."

"The Flower of June" \$12.00 lb.
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One of the World's foremost authorities says of this new and comparatively unknown essence -"Sauge Sclaree possesses an odour of finer fragrance recalling a mixture of Ambergris, Neroli and Lavender and in a few years will undoubtedly be valued even more than Rose Otto is today. It is an indispensable constituent of Ambers, Chypre, Carnation, Trefle and Orchidee, while most perfumes are much im-proved when a small quantity is added to them. Further it is the only product capable of improving the odour of artificial musk."

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N. Y.



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Citronellyl Acetate Coumarin Cryst. Diethyl-phthalate Diphenylmethane Eugenol

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Rose

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" Paracresol
" Phenyl Acetate
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" Beta
" Crude
" Extra 100%
" Methyl

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Boubou 100% Eau de Cologne Rhenane Eau de Cologne Fantaisie Eau de Cologne extra Eau de Cologne export

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Azur

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Lilas nouveau

Lilas 1923

Lys (lily)

Mousse Oriental

Mousse de Russin Muguet Fleuri (Lily of

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Narcisse

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Flowers)
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#### For Cold Cream

#### Face Powder & Talcum Oils

#### ROSE "E"

Oil, per lb. \$25. 4 ozs. to 100 lbs.

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Per lb. \$18. 4 ozs. to 100 lbs.

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French Type, per lb. \$30. 6 to 8 ozs. to 100 lbs.

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Per lb. \$50. 6 to 8 ozs. to 100 lbs.

#### A New French Creation of the Highest Type

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Per lb. \$80 Trial ounce \$5

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Oil per lb. \$7. 1 oz. to gallon; 65% Alcohol; Produces odor like the imported tonic.

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#### Orris D. F.

THIS synthetic product gives the true odor of ORRIS ROOT. Better than any Violet Base our ORRIS D. F. gives to the most varied compositions that finish and softness of tone which makes for complete harmony.

It is much more lasting than ORRIS CONCRETE or ORRIS ABSOLUTE.

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A type of Lilac just as interesting in quality as in price.

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CITRAL

CITRONELLOL AND ESTERS

ETHYL PHTHALATE

GERANIOLS AND ESTERS

ISO EUGENOL

LINALOL AND ESTERS

MENTHOL RECRYST. B. P.

TRIACETIN

PHENYL ETHYL ALCOHOL

AND ESTERS

RHODINOL AND ESTERS

THYMOL B.P.

### Societá Italo-Francese

per l'Industria dei Profumi e dei Prodotti Chimici

VALLECROSIA (Bordighera) Italy



Works at Vallecrosia

Other Works at FONDI (Caserta) and St. Marie de Madagascar.

- -We deliver from our own plantations the same products manufactured till to-day only by the Grasse Industry.
- -Our plants are equipped with the most modern and perfected apparatus.
- —Our flowers do not suffer during transportation, as the works are right amidst the plantations.
- —OUR WORD IS QUALITY: WE SELL WITH ABSOLUTE GUARANTEE OF PURITY.

#### NATURAL CONCRETES OF FLOWERS absolutes and liquides

ESSENTIAL OILS Lavender, Neroli petals, Petit-grain, Rosemary, Thyme, etc.

#### **FLORAL WATERS**

FLORENTINE ORRIS Concrete Resinoide

Samples and Prices on Request



## Important

## A New, Durable, Odorless, Guaranteed Finish for Compact Boxes

WE have eliminated two serious defects in the manufacture of metal compact boxes, viz.: tarnishing and disagreeable odors.

We have perfected a hard, durable, brilliant finish which successfully withstands atmospheric and personal elements.

Severe tests including acid, alcohol, perspiration and abrasion have been used in developing this process and our compact boxes will retain their original finish much longer and the wearing qualities are also far superior to any other on the market.

Write for Samples



ZINN BUILDING NEW YORK Established 1875

#### SIMON ZINN

INCORPORATED

210 Eleventh Avenue, NEW YORK

Phone: Chickening 8745

Western Representative: Charles A. Rindell, Inc., 64 W. Randolph St., Chicago, Ill. Single Boxes Thin Model—7/16-in. High Three sizes—1½, 2 and 2½ in. diameter. Positive spring catch for cover, with easy button release.

Two Inch Double Compact Exact Size





Powder Compact 1 25/32" Rouge Compact 114"

HIGHEST HONORS AWARDED
AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

### DE LAIRE

The Pioneer Line of

Synthetics for Perfumes and Soaps

CASSIE JASMIN NEROLI

Ambre 83 Bouvardia Civette
Cyclamen Jacinthe Lily of the Valley
Mousse de Chypre Mousse de Saxe
Sweet Pea Tilleul, etc.

Alcohol Cinnamic Alcohol Phenylethylic Hydroxycitronellal Ionones Musks, etc.

Apply for price list and samples to DODGE & OLCOTT CO.

New York

Sole American Distributers

FABRIQUES DE LAIRE

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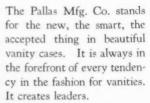
" $\mathbf{I}$  see they're not wearing gloves in the evening" says the average woman, and she leaves hers at home.

64-1

"They're dropping black hosiery," says the average woman. And she changes hers.

"They're all using two-inch spring double vanities," says the average woman. And she follows suit.

The tenth woman is the leader—it is she who gives impetus to new styles and to trends in fashion which have meant so much to manufacturers with foresight enough to please her.



Our new two-inch spring double in any coloring desired is going like wildfire—and we have some brand new ideas ready for responsible perfum-

Write for full information.











459-463 E. 133d St. New York

Western and Southern Representative IRA SCHIEBER 2018 Railroad Exchange Building, St. Louis, Mo.

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### NARCISSE FLEURS C.

Lb. \$24.00

Trial ounce \$1.50

A new product of great delicacy and sweetness especially designed for cream to which, in the proportion of 8 ounces to 100 pounds it imparts a strong and delightful fragrance. It will not discolor a snow white cream.

9

A PERFUME is like a musical symphony. If the notes composing the symphony are skillfully blended there is MUSIC, if not there is only a NOISE.

Similarly if the odors composing a perfume are skillfully blended there results an artistic composition with a charm of fragrance comparable only with a most BEAUTIFUL SYMPHONY; if, however, the perfume notes are not well blended, no matter how excellent their individual quality, there is only a SMELL.

We elaborate the finest of perfume materials, producing

#### NIBORA COMPOUNDED FLOWER OILS

designed to be used as a substitute for or in conjunction with natural flower oils.

#### FINISHED PERFUME BASES

for Perfumes, Creams, Powders, Soaps or any special purpose desired.

0

We furnish our products at prices but little more than the cost of the raw materials used. It is positively an economy to use them.

We do not imitate. We believe that the originators of perfumes of established prestige are entitled to the exclusive use of any perfume which they may have originated and we conscientiously respect that right. It is not necessary to imitate. The field for originality is illimitable.

Let us send you our catalog of 500 odors.



#### UNITED LABORATORIES

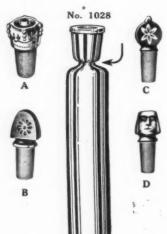
PERFUME BASES

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers. As Consulting Chemists, our many years of actual manufacturing experience are at your service.

15 South William Street

New York, N. Y.





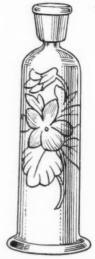
non-refillable
nd non-leakable,
colored striped,
with stoppers as illustrated.
(2½-3 c.c.)

Constricted

(PATENTED)

### Build up Sales

No. 1100



Constricted Neck, Non-Re-fillable and Non-Leakable. PINE GLASS with hand painted flower decorations, or BLACK, YELLOW, LAYEN-DER GLASS with GOLD DEC-ORATIONS, with Stoppers "A" or "E."

(PATENTED)

Many new and novel designs not shown.-Write for information.

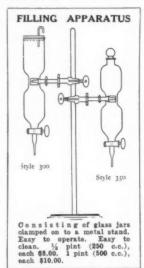


Black Glass with ground in stopper and elongated rod, bronzed stopper top, 2 cc capacity.



ground stopper, rod and metal (brass or nickel) slip cap. (21/2-3 c.c.)

Above genuine patented types are uniform, stoppers fit tight, no leakage-REFUSE IMITATIONS.



7E do not handle job lots or depend upon chance purchases. In buying from us you will secure GENUINE PRODUCTS, with quality and workmanship GUARANTEED and what is most important, you will be sure and able to depend upon us as your source of supply. Samples and prices gladly furnished upon request.

#### SCIENTIFIC SPECIALTIES

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE **NEW YORK** 

TELEPHONE: LEXINGTON 8494

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INC

### with Perfume Vials



HETHER you rebottle other products or make your own, the fact remains that the sale of any perfume can be greatly promoted by filling into small hand VIALS which fit snugly into a handbag, purse or pocket. We can offer you some very unique and attractive containers in all sizes. We are ORIGINATORS, DESIGNERS and MANUFACTURERS.





No. 100



striped, for 1 dram capacity.



White glass, ground stopper and rod. (21/2-3 c.c.)



Colored striped glass, ground in stopper and rod, with or without metal slip cap, ½ dram and 1 dram capacity.



Colored striped, ground stopper, rod and metal screw cap, stand bot-tom. ½ ez. and ½ oz.

A LL containers as illustrated are in STOCK for PROMPT DELIVERY. We also have a number of new and novel designed vials on hand, and will gladly submit samples upon request. We can supply you with CONTAINERS made according to your own specifications.

#### SCIENTIFIC SPECIALTIES LO., INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE **NEW YORK** 

TELEPHONE: LEXINGTON 8494

#### SEALTIGHT

A capping material alcohol and ether proof, also transparent. Sold in 1 pound cans, sufficient for sealing 15 gross small vials.

PER LB. \$1.75

# By the Creation AMERICA

In the Manufacture

### THE PRODUCT AND THE PROCESS

The American Perfumers' Laboratories, Inc., have created the finest rouge and powder compacts the industry has ever produced. We stand ready to prove that statement to any manufacturing perfumer upon his request.

This achievement has been made possible by the development of a new formula and process controlled exclusively by this company. The process represents an evolution in the making of cosmetics.

There is produced by this wonderful new method, a compact which is not susceptible to after-hardening, or brittleness; upon which there cannot be discovered a trace of roughness. There is instead, a velvet-like disk in which the original creamy, downy texture of the powder remains permanently. In a word, a perfect compact has now been produced.

All shades of color are true and lasting. An unreserved guarantee of the purity and harmlessness of all products is given. The smartest shades are featured in these compacts and provision has been made for their production in any quantity. The patronage of manufacturing perfumers only is solicited and samples will be sent upon request.

### American Perfumers'

"Makers of the World's 151-153 W. 19th St,

n

re

of a New Process

### NOW LEADS

of Fine Cosmetics

### THE PERSONNEL AND ITS CREED

Donald Dunbar President

A. E. Mullen
1st Vice-President
and General Manager

T. E. Ryan, Jr. 2nd Vice-President Director Department of Design

B. H. Kreuger Secretary and Production Manager Wendell Hauch Treasurer

The officers of this organization, all trained in commercial enterprises of national scope, have a full realization of the absolute necessity of maintaining customer satisfaction.

They know that "Service" means either positive and complete satisfaction or it means—nothing. They pledge that a promise once given shall become an obligation to be filled with exactness.

If desired, they will tender without charge aid in the solution of sales and advertising problems.

### Laboratories, Inc.

Finest Cosmetics"

New York City

St.,



(Capacity-1/4, 1/2, 1 and 2 dram. Samples-25c per set of six)

# Novel Designs Perfume Vials that will sell your product



"American Beauty"
Doll

(Patent Pending)
Capacity—2 dram
Samples 25c
Furnished with corks in individual perfume boxes.



New "Cairo" Vial

(Patent Pending)

Capacity—2, 3 and 4 dram

Samples 25c

Especially designed to meet the need for a high class miniature vial at a moderate price, particularly suited for hand painting, or supplied with cut designs. Furnished with ground, frosted flint or frosted black stoppers, and in ividual perfume boxes.

SOMETHING different! That is the call of the day, and we are well prepared to meet the demand for unique containers of fine quality. A few of our many distinctive designs are illustrated here. Capacities ½ to 4 dram. If you are interested in boosting sales and assuring repeat orders, get in touch with us. Prompt deliveries.

Prices Gladly Sent on Request

#### Designs to Order

Our special order department is fully equipped to furnish containers according to your own specifications, or we will make up designs for you.

Write Today

#### GLASS PRODUCTS CO.

VINELAND, N. J.



(Capacity-1/4, 1/2, 1 and 2 dram. Samples-25c per set of six)

ACHORICANO CONTROLLARIO

# Notice to the Perfumery and Cosmetic Trade

THIS is to notify and warn all firms and persons to avoid infringing on the patent rights of the De Luxe Art Metal Corporation, 1123 Broadway, New York City, which controls the manufacture and exclusive sale rights of its

# MIRROR TOP LIPSTICK METAL CONTAINERS

patent No. 1,490,845 on which was granted April 15, 1924.

Suit is now being brought in the United States Courts, Southern District, New York, against perfumers, manufacturers and distributors, and all others are warned against infringement in order to avoid prosecution.

DE LUXE ART METAL CORP.

1123 Broadway

NEW YORK

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### Imperial Metal Mfg. Corpn.

81-85 Sunswick Street Long Island City, N. Y.

ORIGINATORS
OF
LEAK PROOF
SPRINKLERS



Patented July 7, 1914

## TUBES

Uniform quality
Beautiful design
Excelling workmanship
Superior decorating



## Atlantic Manufacturing Co.

46-56 Nassau Street Newark, N. J.

Western Representative
I. D. Faden
186 N. La Salle St., Chicago, Ill.
Phone Dearborn 2736



IT is significant that some of the most conservative perfumers have for years entrusted to us the manufacture of their cosmetics.

French Cosmetic Manufacturing Co., Inc. 85 Crescent Avenue New Rochelle, N. Y.



ITTLE services so difficult to list because they are so varied and so personal; the quick intelli-

gence that appreciates your requirements and sees how to help—backed by an organization with the capacity, the experience and the equipment to render complete service—this we feel is what our customers have a right to expect; and this we pledge.

Rouge and Powder Compacts
Eyebrow Pencils
Cosmetique
Lipsticks

Inquiries solicited from the manufacturing trade

# French Cosmetic Manufacturing Co.

NCORPORATED

85 Crescent Avenue New Rochelle, N. Y.

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# FLEUR D'ORANGER

"CHUIT-NAEF"

Odors of the heavy floral types which are so popular today require the significant accentuation of the orange flower note.

For this purpose FLEUR D'ORANGER, "Chuit-Naef," is unexcelled, imparting the orange blossom fragrance to all compositions in which it is used and combining to a remarkable degree delicacy and tenacity.

UNGERER & CO. M. NAEF & CO. GENEVA

"Staff Allen's"

# SUPERFINE VOLATILE OILS



**PATCHOULY** 

CARDAMON

SANDALWOOD

VETIVERT, E. I.

CASCARILLA

CORIANDER

LAVENDER, ENGLISH

ORRIS ROOT

All "Staff Allen" Oils are distilled from the finest selected materials by the most modern methods.

UNGERER & COMPANY STAFFORD ALLEN & SONS

NEW YORK LONDON

# American Perfumer

## and Essential Dil Review

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.

No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

TWO DOLLARS A YEAR.
TWENTY-FIVE CENTS A COPY.

NEW YORK, MAY, 1924

Vol. XIX, No. 3

#### THE AMERICAN PERFUMER

and ESSENTIAL OIL REVIEW

Published Monthly

PERFUMER PUBLISHING COMPANY

14 Cliff Street

LOUIS SPENCER LEVY, President and Treasurer 14 Cliff St.

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RICHARD B. FRANKEN, New York University.

HOWARD S. NEIMAN, New York.
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Book Review; New Soap, Fats and Oils Studies.
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#### A. M. T. A. IN TENSE CONVENTION ENDS HIDDEN DEMONSTRATORS

Of the many important conventions held by the American Manufacturers of Toilet Articles, in succession to the Manufacturing Perfumers' Association of the United States, the thirtieth, just ended, will easily rank as the best of all for the future of the industry, as well as its individual firms and other members. Some of the big achievements of the association in the past of memorable moment must give way to the practically unanimous action of the association in voluntarily complying in part at least to the general trend of modern business in conforming with the principles of open competition and fair play for everybody, including the buying public, as well as the employer of the subsidized sales person. Moreover, a Code of Ethics was authorized and is being formulated.

As all of our readers, inside and outside of the association, are fully aware the hidden demonstrator has been a subject much like a porcupine, with quills poised to do damage in almost all directions. The innocent public, the uninformed manufacturer and even the paymaster employer often have been misled, but in our industries that all will be at an end August 1, for the A. M. T. A. decided in its Pearl Convention to end the hidden demonstrator by passing unanimously a resolution that the practice should cease as soon, and within 90 days, as the Executive Board can find ways and means for labeling manufacturers' employees with suitable badges. The open demonstrator problem is still in the balance. It promises to have some attention in the future in cases where goods do not have the properties that require the use of a demonstrator to let the public utilize the articles intelligently.

Viewed from one angle the convention was kaleidoscopical, for there were many variant and intense personalities interested in what might come from the deliberations. There were business and individual rivalries and animosities, differences of opinion on trade practices, and in general the stage was set for much more serious clashes than the spirited members put through in the busy sessions. The report of the Committee on Trade Practices, once adopted and then sent back for revision to cut out "violent language," after an exciting debate, seems to have lost some importance in view of the ultimate action of the convention, which pledged its members to have their employees wear badges for identification purposes.

Hidden and other demonstrators have been used to a

considerable extent in our industries. Some of our firms actually have been built up to success on the practice. Others have used advertising exclusively. Still more have used both. It has been a difficult problem for the trade, and has engendered a vast amount of hard feeling. The proceedings of the Pearl Convention of the Association give the hope that this episode of the industry's progress is now going into the discard. The pleasant and harmonious termination of the election seems to warrant that view. All of the people in the A. M. T. A. should and must be real friends. Their interests in the industry's progress cannot be divorced.

Aside from the debate on the report of the Committee on Trade Practices probably the most important feature was the address of Judge Gaskill, of the Federal Trade Commission, in which, without previous information, he touched tersely upon the problems which were under dispute in the association's ranks. His explanation of the subject was not only enlightening and masterful, but in many ways fitted into the needs of the perfumery industry. While we do not endorse all that he said, there is so much of interest and importance that we are using his address practically entire, together with his definitions of hidden and open demonstrators.

Judge Gaskill made a strong argument against any demonstrators at all, as will be seen by perusal of his views. He sees only added cost of distribution, except in the case of products that require real practical demonstration to enable the public to use the same properly. He made an extremely strong point in declaring that the buying public has the right to know whether it is buying of a manufacturer's subsidized sales woman or a store employee who would be disinterested. While he carefully avoided the expression "commercial bribery," which had caused heated debate, he made it very clear that the hiring of and use of hidden demonstrators was a practice that was unfair.

His address is well worth reading. The following extract from it shows the broad plane on which he talked, having direct reference to the buying public's trust in its right to receive advice without hidden influence in the store it patronizes:

"There is nothing whatever in the position of a physician, or a lawyer, or a fireman, or policeman, the cashier of a bank, that makes him different from other men. \* \* These men must be true to trust, otherwise everything goes. \* \* You expect these men and men in public office to resist every temptation to private advantage; you expect them to put behind them every possibility of being untrue to trust, and yet this practice of the hidden demonstrator is a practice in the last analysis by which a statement is made to a member of the purchasing public which deceives the trust of that member because it is not whole, it is not complete, it is biased, it is prejudiced, and it is in the interest of a particular commodity."

Judge Gaskill made it very evident that the people who buy products of any description have quite as many rights as the manufacturers, the store keepers and the demonstrators. Moreover, he pointed out the significant danger of department stores going still further in the demonstrator practice by demanding a rental charge. He did not know it, but this is something that we understand already has happened.

Our readers have been fully advised regarding alcohol matters, so comment is not necessary on this part of the

#### GOOD TIP FROM RUDYARD KIPLING

An economical American friend once sent to Rudyard Kipling a number of magazines with the advertising sections torn out, thinking that the distinguished writer would not care to read the advertisements. Kipling replied:

"Next time send me the advertising pages with the magazine. I can write stories myself."

meeting. Of numerous other phases one of the most interesting was the graceful speech of thanks by Mr. Pfeiffer for the \$10,000 fund subscribed by individual members for the promotion of the cultivation of perfume plants in the United States. G. A. Russell, Acting Physiologist in Charge of Drug, Poisonous and Oil Plant Investigations for the Department of Agriculture, and who is cooperating with the A. M. T. A. in its experiments, was at the convention and met many of the members, all of whom are interested in his efforts.

Other features of the convention are discussed in the full report which we are presenting in this issue.

#### ONLY HOPE TO END OLD WAR ALCOHOL TAX SEEMS TO BE IN NEW CONGRESS

Although the war has been ended five years, the war tax on industrial alcohol keeps going on, for how long is problematical. Despite the presentation of strong and convincing arguments for its revocation, the present Congress could not be persuaded to act. The rival political leaders put their veto on the reduction, giving as a reason their "fear" that while the request was justifiable they did not see how the revenue could be spared. Then they went ahead and reduced other taxes with less apparent reason. The continuance of the war tax on alcohol is a gloomy parody on even primeval justice.

But a new Congress is to be elected this Autumn!

As will be observed in our Washington Correspondence, the Cramton bill to create a Prohibition Czar is in a position to be enacted into law if its advocates manage to get it to a final vote in both branches of Congress. The House Judiciary Committee, which has a strong Anti-Saloon League affiliation, has disregarded the suggestions and arguments of the users of industrial alcohol and reported the measure favorably, with an amendment which is not at all satisfactory to the industries and really is a poor make-shift for meeting the objections of practically all of the business men affected.

The suggestion of the American Chemical Society for the practical separation of the control of industrial alcohol from the police enforcement of beverage alcohol regulations is rejected, although the society's 15,000 members are in favor of the divorce. More menacing than the Anti-Saloon League domination in Congress is the apparent unwillingness of some of the Administration officials to heed the needs of business in this matter. The suspicion is voiced in Washing ton that these officials are supporting Cramton in his bill. It is to be hoped that this is not true and that the rule of reason may apply. In any event there is a stiff fight ahead for the legitimate users of industrial alcohol. It must be remembered that the bone-dry Prohibitionists have no friendly thought for business, but are interested only in the police enforcement phases of the situation.

#### HOOVER TELLS COMMERCE CHAMBER HOW TO CURB BUSINESS INTERFERENCE

Herbert Hoover, Secretary of Commerce, was one of the chief speakers at the recent meeting of the Chamber of Commerce of the United States at Cleveland. His message was an earnest plea for the correction of any existing business abuses from within the various groups and associations. His talk to the Nation's largest trade body (as did Judge Gaskill's address to one of our own associations), set forth in new light the fact that the present administrative officers of the Government are not seeking to harass Business, be it small or large.

Mr. Hoover reviewed the activities of his department in aiding various industries to eliminate waste and revise their association methods, particularly those that might be held to be in the anti-trust law class. This phase, of course, does not affect our associations, but we all are interested in Mr. Hoover's strong declaration that "it is vitally necessary to stem the tide of governmental legislation of business if America would preserve that initiative on which men build up character, intelligence, and progress in its people." He added that the question to be considered is whether these regulations are to be developed solely by government or whether they can not be, in large part, developed out of voluntary forces in the nation. Abuses which give rise to government in business can be eliminated by the systematic and voluntary action of commerce and industry itself, the Secretary said, holding that associational activities offer the way out.

These associational activities are the promising machinery for much of the necessary determination of ethical standards, for the elimination of useless waste and hardship from the burden of our economic engines, Mr. Hoover said, citing the work accomplished by the Department of Commerce in many directions in the last year or two.

#### CONGRESS BLAMED FOR SAG IN BUSINESS

An inspired statement from the White House holds the dilatoriness of Congress responsible for the recent general sagging in business. The lull has not been serious, but it is none the less like a mosquito's bite, quite annoying. President Coolidge is represented as attributing it to Congress's delay in disposing of the tax measure, the bonus and some lesser matters. In this view everybody will agree. Business is looking forward eagerly to the adjournment of Congress in June. Probably never before, even in extended and bitter tariff and war debates, has the Congress so unnecessarily harassed the trade interests of the country.

Even a bad measure quickly passed sometimes is less disturbing to business than the possibility of passing a good law growing out of months and, perhaps, years of legislative juggling for some immaterial political advantage. The American Nation is geared up to a point where prompt action on vital matters is essential to the prosperous progress of all of us. The growing resentment against legislative delays, political jockeying and fanatical tendencies in Congress has become so intense that a large number of safe, sane and patriotic citizens might be inclined, should they have the chance to vote, to record their belief that Congress ought to be compelled to submit its proposals promptly to referendums of the people and abide by the result absolutely. That, of course, is at present in dreamland, but the idea has been discussed considerably, and it may come to pass even as did the law for the election of

#### **OUR ADVERTISERS**

# ILLINOIS GLASS COMPANY Bottles of Every Description ALTON, ILLINOIS

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff Street, New York, N. Y.

Gentlemen: I am very glad to give you our contract for advertising in 1924, because I know it represents money well spent.

I don't know of any other trade journal in which we advertise that has brought us the inquiries and orders that we have received through The American Perfumer.

There is too much printed matter floating around these days for the busy business man to read. He can't go through it all and he knows it, but it doesn't take him long to find out those publications he can count on for worth while ideas or suggestions. He soon discovers where he gets the best and most reliable news regarding developments in his particular field-and, naturally enough, he feels kindly toward the publication that makes this serious effort to help him in his business. He can tell the difference between the magazine whose editorial content is built to meet his needs and render him a real service, and the magazine whose editorial matter is considered as a necessary evil to be thrown together with as little thought and effort as possible, and used simply as a basis for soliciting advertising.

Perhaps this letter sounds slightly eulogistic, and yet, I believe that when a man does something especially worth while that helps other men, he should be patted on the back for it. You may consider this, therefore, as a verbal pat on the back.

With best wishes, I am yours very truly,

ILLINOIS GLASS COMPANY,
L. M. ALBRIGHT, Advertising Manager.

United States Senators by popular vote instead of by legis-

#### iatures.

ICELAND SEEKS TO ECLIPSE VOLSTEAD
An Associated Press dispatch from Copenhagen says:

"In order to prevent perfumes, hair washes and other toilet waters from being consumed as alcoholic drink in Iceland, the government has put a bill before the Alting which would make the manufacturers add bitter aloes to the liquids before importation into Iceland."

Even Volstead, nor Wheeler, nor the interned Anderson ever thought of putting aloes in perfumery, but perhaps Cramton or some other "dry" may rise to the occasion and prevent Iceland from outdoing our own fanaticisms.

#### LEVERHULME ON TRADE OF THE WORLD

Lord Leverhulme, at the recent meeting of Lever Bros., Ltd., reviewed the general industrial and economic outlook of the world, based upon observations during his globe-girdling trip of the company's plants in various climes. Our Soap Section contains some of his essential deductions that will be found worth reading.

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### THESE ARE BAD TIMES FOR DISHONESTY ON THE PART OF BUSINESS MEN

The present bankruptcy laws may or may not be adequate to punish dishonest people. There are several movements pending to change the federal code, and the proponents of improvement are by no means agreed on what ought to be done. There are others who insist that the present law is sufficient if it is properly administered. It is admitted that there are difficulties in giving effective force to the law now on the books, but as a cold matter of fact the indifference of the great bulk of the smaller creditors to bothering about a bankruptcy often lets a few big creditors, sometimes "standing in" with the bankrupts, carry off the cream.

But just the same, both federal and state criminal authorities are getting busy. The Commercial Frauds Court in New York City is catching and punishing business cheats every day. The federal courts are doing the same. On April 4 Aaron Delfin and Samuel Klang, operating as manufacturing furriers under the firm name of Delfin & Klang, were sentenced by Federal Judge Garvin to eighteen months in the Atlanta Penitentiary, after they had pleaded guilty to conspiracy to defraud creditors.

#### BOOSTING THE PARCEL POST RATES

A measure, called the Paige bill, is pending in Congress, one purpose of which is to increase parcel post rates. It is not a moderate increase which the bill proposes, a jump of a cent or two on existing schedules, but a 200 per cent raise. Other increases are proposed in second and third-class postal rates. The bill is designed to get additional revenue to the extent of \$110,000,000 annually. A lot of help a reduction in income tax is going to be if postal rates are jumped in this wholesale and extravagant manner.

Increased revenue is doubtless needed for the postoffice department. Increases in salary are due the postal employees, but this bill will gouge the public and defeat its own end. It will result in driving business to the express companies. Congress voted an appropriation of \$500,000 for a thorough investigation of postal costs as a basis on which to readjust rates if necessary. This investigation has been under way for some time. It is expected an exhaustive report will be ready for submission in July or August. To legislate for an arbitrary upward revision of rates in anticipation of this report is unwise and unbusinesslike.

#### IRELAND AS A MARKET FOR OUR GOODS

Ireland offers to the American exporter a potential market of four and a quarter million consumers, and, as American goods are already favorably known, an opportunity exists for the expansion of the Irish market for products of the United States. With the establishment of a customs tariff barrier by the Irish Free State Government, requiring the payment of duty on goods from Great Britain and Northern Ireland which had been previously admitted free, impetus has been given to the tendency of merchants in the Free State to purchase their supplies directly from the country of origin instead of buying almost wholly from dealers in Great Britain and Northern Ireland.

Direct exports from the United States to Ireland in 1923 were valued at \$17,400,000, and direct imports into the

#### REAL LESSON IN COOPERATION

Two Fool Jackasses—Say get this dope—Were tied together with one piece of rope. Said one to the other, "You come my way, While I take a nibble from this new-mown hay." "I won't," said the other, "You come with me, For I too have some hay, you see." So they got nowhere, just pawed up the dirt. And oh, by golly! that rope did hurt. Then they faced about, these stubborn mules, and said, "We're acting like human fools. Let's pull together, I'll go your way, Then come with me and we'll both eat hay." Well, they ate their hay and liked it, too. And swore to be comrades good and true. As the sun went down they were heard to bray, "Ah, this is the end of a perfect day!"

-Anon, via Florida Fruit Grower.

United States from Ireland amounted to \$28,800,000. A study of economic conditions in Ireland as effecting American commerce has recently been published by the Department of Commerce as Trade Information Bulletin No. 188—"Ireland: Its Agricultural, Industrial, and Commercial Resources." A copy may be had upon application to the Bureau of Foreign and Domestic Commerce.

#### WHY SHOULD THE LADIES USE PERFUMERY?

Why should the ladies use rouge and perfumeries?

Why does the great American public spend an average of \$56 a head on automobiles and only \$1.25 per person on perfumeries and cosmetics?

Leroy Fairman has a good answer on another page of this number of our journal. Just read it. In effect nobody asks the ladies in terms that would make converts, except with reference to face creams and talcum powders.

Rouge is practically not advertised at all, and perfumes comparatively little in fertile fields. Most of the advertisements appeal only to present users and not one offers reasons to make new patrons of two of the most interesting of our lines for adding to the attractiveness and beauty of millions of potent consumers.

Mr. Fairman not only finds the cancer, but he has prescribed a general formula, subject to variations of advertising treatment, to cure the disease.

#### \$2 TO WHISPER OR \$10 FOR A GOOD YELL?

Arthur Brisbane, noted editorial writer, said in speaking of advertising at a luncheon in Chicago:

"Suppose a man comes into this room and wants to reach all of you as I am doing. He goes to the man at the door and says:

"'How much will you charge me to whisper?'

"The man says, 'I will charge you \$2 to whisper.'

"'How much will you charge me to yell?'

"'I will charge you \$10 to yell."

"The man buys five whispers and nobody knows he is here, and he thinks he is advertising. If he had bought one good yell, you would have said, 'At least he is on earth.'

"The man who whispers down a well about the goods he has to sell

Will never reap the shining dollars, like he who climbs a tree and hollers."

# PROCEEDINGS OF THE AMERICAN MANUFACTURERS OF TOILET ARTICLES, APRIL 22, 23, 24, 1924

Thirtieth Annual Meeting of Former Manufacturing Perfumers Association, Biltmore Hotel, New York



GILBERT COLGATE
(President)

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NORTHAM WARREN (First Vice-President)



EDWIN SEFTON (Second Vice-President)



C. M. BAKER (Secretary-Treasurer)



A. M. SPIEHLER (Executive Board)



FRANCIS W. JONES (Executive Board)



GEO. A. PFEIFFER (Executive Board)



D. H. McConnell (Executive Board)

OFFICIAL STAFF OF THE A. M. T. A. FOR YEAR 1924-5.

President—Gilbert Colgate, New York.

First Vice-President—Northam Warren, New York.

Second Vice-President—Edwin Sefton, New York.

Secretary and Treasurer—C. M. Baker, New York.

Executive Board—Terms end in 1925: F. N. Langlois,

Boston, Mass.; F. C. Adams, Cincinnati; Francis W.

Jones, Chicago; William L. Schultz, Hoboken, N. J.

Terms end in 1926; D. H. McConnell, New York City;

A. M. Spiehler, Rochester, N. Y.; V. C. Daggett, New

York City; H. Hênry Bertram, New York. Terms ex
pire in 1927: George A. Pfeiffer, New York City; John

A. Handy, Buffalo, N. Y.; William A. Bradley, New

York City; Everett B. Hurlburt, Glastonbury, Conn.

The thirtieth annual meeting of the American Manufacturers of Toilet Articles, in succession to the former Manufacturing Perfumers' Association of the United States, but the second convention held under the new title, was in session at the Biltmore Hotel, New York City, April 22, 23 and 24, 1924. The meeting was one of the most spirited

in the association's annals, the debates were intense and clashes of interests of various firms growing out of the hidden demonstrator controversy were often very thinly veiled on the convention floor, while for a time the election of new officers promised to create bitter feeling, but with rare good fortune all ended harmoniously and the way was paved for a new period of usefulness to the members and the industry generally. Taken all in all it was a fine success. The business sessions were full of interest and the entertainment program left nothing to be desired.

Alcohol legislation, the tariff and hidden demonstrators were the chief features. The election passed off quietly in the end, there being only one change, due to the regretable inability of a board member to serve, and the roster for the new year is as printed on this page.

The association was reported to be in excellent financial shape, the membership roll showed an increase and the various activities were found to be proceeding in most satisfactory shape. The presence of Gilbert Colgate, president of the association, was missed and there was general regret that he had been unable to reach the city in time

to attend the meeting, but he sent a message of good cheer. through Walter T. Hathaway, which was enthusiastically applauded by the members. Mr. Colgate telegraphed:

"Please convey this message to the association: The past year has been one of great success for our association. I congratulate you also for the continued good fellowship and harmony that has prevailed among the membership and its counsellors both in New York and Washington. I regret very much not being with you at this time. Best wishes for a happy and successful convention."

Paul Rieger, San Francisco, also telegraphed good wishes and regrets.

J. C. Gambles, vice-chairman of the Perfumery Section of the London Chamber of Commerce, and identified with important perfumery houses in Great Britain, was present and made a very happy speech of international good will.

Northam Warren, first vice-president, presided during most of the convention and handled some delicate situations with diplomacy, while A. M. Spiehler, former president, at times sat in the seat of honor and let his genial guidance of the proceedings spread the seeds of harmony in fields of thought and talk that might easily have been turned into really hostile trends.

#### Secretary Baker Makes Excellent Reports

C. M. Baker, who has worked assiduously in the dual office of secretary and treasurer, made fine reports, both as to the association's financial affairs and as chairman of the Committee on Importations. His efforts were rewarded by a rising vote of thanks given enthusiastically.

Mr. Baker's report on membership was as follows:

At the time of the last convention we had 115 active members and 104 associate members. During the last year we have had the following resignations:

Active .

Mme. Ise'bell's	Toilet	Mfg.	Co.	 (	Chicago, Ill.
Empress Mfg.					
Rigo Chemical	Co			 Nash	ville, Tenn.
Pepsodent Co.					
Lady Janis Pe					
Adolph Klar .				 Nen	York City

Associate:

	0	
	o., Inc	
	Co	
Pictorial Paper	Package Co	 Aurora, Ill.

During the year we have had the following additions to membership:

Active:

210000000000000000000000000000000000000	
T. C. Wheaton Co	illville, N. J.
August Goertz & CoN	ewark, N. J.
Dennison Mfg. CoNe	w York City
Brett Lithographing CoLong Island	City, N. Y.
August Giese & SonNe	w York City
Wheeling Stamping Co	ling, W. Va.
Economic Machinery CoWor	
Monarch Nusbaum Paper Box CoB	uffalo, N. Y.
Burton T. Bush, IncNe	w York City
W. C. Ritchie & Co	.Chicago, Ill.
The J. H. Paddock Co., IncBro	ooklyn, N. Y.
Capes-Viscose, Inc	w York City
Theodore Leonhard Wax Co., IncPa	iterson, N. J.

The membership today therefore stands as follows: Active members, 110; associate members, 110; total, 220.

The secretary's office has been used to a greater extent this year than for several years as a source of information of various kinds. The Credit Information Exchange is operating to the benefit of a substantial number of members and is available to all members without charge. Our registration of trade names has been frequently consulted. The

bulletin service has been continued as heretofore and during the last year some nineteen bulletins have been issued. Members are again urged to correspond with our office regarding any question affecting the industry.

#### Report on Perfume Flower Cultivation

Mr. Pfeiffer, as chairman of the Committee for Promoting the Domestic Production of Floral Products (composed also of Messrs. Vivaudou, Burns, Todd, Spiehler and Bertram), made an interesting report on the consummation of arrangements with the United States Department of Agriculture to work with the A. M. T. A. in developing the cultivation of perfume flowers in America. Mr. Pfeiffer thanked the association for the liberal response to the appeal which made it possible for the committee to function. He said, in part, after telling of the preliminaries:

"Now the work is started. We selected a number of items on which the experiments are to be made. One is rose geranium, another is citronella, another is lemon grass, another is roses, and another is jasmin. We decided it would not be wise to try to cultivate too many varieties at one time, at least the first year."

Mr. Pfeiffer introduced to the meeting G. A. Russell, Acting Physiologist in Charge of Drug, Poisonous and Oil Plant Investigations of the Department of Agriculture. Mr, Russell is in charge of the co-operative work of the bureau in connection with the A. M. T. A. Referring to Mr. Russell, Mr. Pfeiffer said: "He has been very cordial and very helpful in this work."

The fund for Government and association co-operation will last about three years, Mr. Pfeiffer said the failure of Congress to make the necessary appropriations made it necessary for outside interests to help out this important branch of Government endeavor in accomplishing results in the direction of adding and developing new industries for the benefit of both growers and manufacturers. Without the fund both the association's committee and the Department of Agriculture would have been impotent in carrying on the experiments started under Mr. Russell's auspices, through the unfortunate desire of the Congress budget makers for economy.

Said Chairman Warren: "Mr. Pfeiffer, I think you are doing a far-sighted piece of work for this association." He added that his firm was less interested in essential oils than many other members of the association, but it was interested in everything that would benefit the industry generally. In taking a leaf from the flower cultivation notebook he had found how he could obtain supplies of orange wood to better advantage in this country than in France or Spain

Mr. Pfeiffer was given a rising vote of thanks.

#### Mr. Spiehler Reports for Legislative Committee

Mr. Spiehler, as chairman of the Legislative Committee, made a report showing a year marked by unusual activity, "due largely to the efforts made in Congress to bring about the sweeping amendment of the Volstead Act by such measures as the Ernst-Wood and Cramton bills; also the campaign undertaken last December to secure the repeal of the war tax on alcohol, not to mention the co-operation which we have extended to the Alcohol Trades Advisory Committee in connection with the revision of Regulation 60, and other important matters in which our association has borne its full share in forwarding movements of interest and value to the alcohol-using industries of the country."

The committee, pursuant to its usual custom, refrained from a detailed discussion of the legislative work of the year, for the reason that it would be fully covered in the Washington Representative's address, but Mr. Spiehler said the committee felt it a duty to emphasize some aspects of Mr. Crounse's report.

The Legislative Committee's report continued in part as follows:

"For more than a year we have been threatened with the enactment of legislation in the form of the Ernst-Wood and Cramton bills, designed for the amendment of the Volstead Act, but which if placed on the statute books would

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prove most injurious to our industry. Neither of these bills has originated with the Secretary of the Treasury, the Com-missioner of Internal Revenue, or even with the Prohibition Commissioner. They have been framed by individuals hav-Commissioner. ing nothing whatever to do with the enforcement of the law and their purpose seems to be to add to the prestige of such organizations as the Anti-Saloon League and the individual members of Congress who have been active in formulating and urging these measures.

"Our chief objection to both the Ernst-Wood and Cramton bills is the fact that they are intended to deprive us of ton bills is the fact that they are intended to deprive us of the right of appeal to the Commissioner of Internal Revenue from drastic and unnecessary regulations adopted by the Prohibition Unit, from many of which we have secured re-lief in the past by laying the facts before the Commissioner of Internal Revenue. The Commissioner of Internal Reve-nue, by reason of his intimate knowledge of the internal nue, by reason of his intimate knowledge of the internal revenue and prohibition laws, and his acquaintance with the personnel and prejudices of the officials of the Prohibition Unit, is in an absolutely unique position to determine ap-peals that may be taken from the rulings of the Prohibition Unit. Hence the fact that the Cramton Bill provides for an

cohol-using industries sought to secure the repeal of the war tax of \$1.10 on pure, non-beverage alcohol, leaving the rate at \$1.10 as it was prior to October 3, 1917. Owing to a very unfortunate difference of opinion on the part of a cervery unfortunate difference of opinion on the part of a cer-tain branch of the drug trade, the alcohol-using industries were not a unit in urging this legislation as an amendment to the pending revenue reduction bill. Hence up to the present time Congress has not seen fit to write it into the measure. The bill is still pending before the Senate, how-ever, and the amendment which we desire to have incor-porated will again be presented by influential Senators. We also bespeak your co-operation to bring about the adoption of this important change which will abolish one-half the tax differential now existing between pure, non-beverage and denatured alcohol. Your committee wishes, however, to and denatured accinol. Your committee wishes, nowere, to emphasize the fact that whether this amendment is adopted at this time or not, the movement will not be abandoned, but will be urged continuously until it is finally successful.

There is high authority for the statement that the repeal of the war tax on alcohol would do no more than any other one thing could do to remove the incentive for the bootlegging of pure alcohol and the purifying of the denatured product



V. C. DAGGETT (Executive Board)



W. L. SCHULTZ (Executive Board)



W. A. BRADLEY (Executive Board)



F. C. ADAMS (Executive Board)

appeal to the Secretary of the Treasury, who might assign some assistant to hear such appeals, affords no remedy at all comparable with the facilities we now enjoy for securing relief whenever it is necessary.

Would Replace Efficiency by Bad Handicaps

"A second consideration of almost equal importance is the fact that both the Ernst-Wood and Cramton bills transfer the supervision of all users of denatured alcohol-a category which includes nearly 100 per cent of our organization—from the experienced Collectors of Internal Revenue and their efficient and businesslike deputies to the control of the prohibition enforcement service, which, we regret to say, is largely made up of politicians, prejudiced or fanatical in-dividuals and a regretably large sprinkling of dishonest per-sons, as the official records of the bureau and of the courts have attested. It would seem to be the height of folly to handicap the alcohol-using industries of the country, which include some of the most essential manufacturing industries, by transferring them from the control of an efficient machine, built up during the nineteen years that have elapsed since the denatured alcohol act of 1906 was passed, to a comparatively new and inexperienced set of men whose first con-cern is the pursuit of the law violator and who naturally regard the welfare of the legitimate industry as a secondary consideration.

"The Cramton Bill is now before the House Judiciary Committee, and your committee bespeaks prompt compliance on the part of our membership with any requests it may be necessary to make for co-operative work looking to the defeat of this highly obnoxious measure. Bear in mind that this bill will deprive us of some of the most important advantages gained when we secured the privilege of employ-

ing denatured alcohol in the manufacture of our products.

"A movement with a highly constructive object was put on foot last December with our co-operation when the alwhich have greatly embarrassed legitimate industry during

the past year.

"Your committee would especially commend to your attention that portion of your Washington representative's report dealing with the subject of price maintenance legislation. The chaotic conditions in Congress have prevented action on this important subject, but we believe the demand for the recognition of the right of the manufacturer to fix his resale prices is steadily growing stronger and we look forward with confidence to the legalization of reasonable price protection in the very near future." (Adopted with price protection in the very near future." applause.)

#### Report on Operation of the New Tariff Law

Mr. Spiehler, as Chairman of the Special Tariff Commit-tee, submitted a report showing the workings of the Tariff Act of 1922 as affecting the association's industries. The

Act of 1922 as affecting the control of the summary of Charles C. Concannon, Chief, Chemical Division, Department of Commerce, in Commerce Reports of February 11, 1924:

"'Perfumery and other toilet preparations, which for-

merly played such an important part in import trade, fell approximately one-third from a total valuation of \$8,973,609 in 1922 to \$5,612,789 in 1923. It is interesting to note that in 1923 the imports were over \$1,000,000 below the exports. Appreciable reductions were made in the incoming ship-Appreciable reductions were made in the incoming shipments of perfumery, including cologne, which diminished from \$5,905,189 to \$2,366,987; bay rum decreased from \$243,826 to \$64,935; and cosmetics, powders and creams, which fell from \$921,677 to \$711,050. On the other hand, the domestic demand for perfume materials, for much of which we are dependent upon foreign countries, swelled from \$1,902,917 in 1922 to \$2,469,817.

"From the statistics afforded by the Monthly Summary of Compares 1923, page 50 for essential oils and page 63.

of Commerce 1923, page 50 for essential oils and page 63

for perfume materials, we note the import value of free oils \$4,047,649; of other materials, \$1,179,435; total free, \$5,227,-084. Of dutiable oils, \$1,512,355; of other dutiable material, \$1,290,382; total dutiable, \$2,802,737. And from a study of these figures we find a saving to our industry in customs duties on:

"This in itself is a good showing, but the losses on the compound and on the coal tar rates can be well protested against at the proper time.

"The U. S. Government has published since May, 1923, a report of the imports of aromatic coal tar products at the Port of New York, showing quantities and values. For the eight months from May to December, inclusive, there were about 38,000 pounds of this class of material to the value of \$84,000 and there were about sixty items reported on, some of minor importance, others running into considerable quantities. The rates of duty on twenty-seven items which were based on the American selling price average 155%, from 53½% on diethyl phthalate to 300% on acetophenone. The rate of duty on seven items based on the U. S. value averages 102%. This is the class which is non-competitive and includes the artificial musks which are not and probably will not be made here. Illustrating the unfairness of the American selling price basis for duty, take phenyl propyl alcohol, 279 lbs. of which were imported on a total foreign value of \$794, equivalent to \$2.84 per lb. The American selling price on this item is \$22 per lb., making the duty \$13.27, or 465%.

"The Department of Commerce up to this year has been able to give detailed statistics on only six oils—bergamot, citronella, lemongrass, lemon, lavender, and orange. In the coming year there will also be included geranium, otto of rose, thyme and sandalwood, and we hope eventually to see all of the important items in the list.

"Through the operations of this tariff, we are being placed more safely on a fair competitive basis with our foreign friends. In fact many of them have become incorporated for manufacture in this country."

The report was accepted with a standing vote of thanks.

#### Dr. Doran on Washington Alcohol Situation

Dr. J. M. Doran, head of the industrial alcohol division of the Prohibition Unit, spoke, in part, as follows:

"The past year has been one of very satisfactory relations between the department and the members of the association. (Applause.) I was very much refreshed sitting here this afternoon, not only in listening to Mr. Gaskill's address, which epitomized, I think, the famous Roosevelt expression of a square deal, but in listening to the comments and discussions afterwards preparatory to passing your resolutions. That shows that the association is on the right track. When people are of a mind that they want to proceed in a way that will produce a square deal and redound to their mutual benefit, they are bound to be successful.

"Now as to our particular relations with the association: I don't believe there is anything in the way of a technical nature that I need to go into. The formulas of specially denatured alcohol with which you gentlemen are familiar,

the various ones applicable to your industry, are getting down into a well-settled groove.

"You have passed the point where the manufacturing difficulties at first encountered in making use of these formulas have been overcome. We don't anticipate any necessity for change and it is well in these things that we give stability to all of these processes so a man knows why, so he is not disturbed from week to week by what is done by the department or by changes in relations or things of that character.

ment or by changes in relations or things of that character, "However, if your experiences develop that changes may be made with advantage, we are always in a position to meet you more than half way. I believe you have an Alcohol Committee that functions right along. I have had correspondence with the various members over minor matters that have come up during the year, and I have no doubt that if any difficulties do arise we will be advised of them and together we can probably work them out.

and together we can probably work them out.

"There is one matter that I would like to bring up, and I believe it might be of some assistance to you. You have been of a great deal of assistance to me in all my work, and I would like to be of as much assistance to you as possible.

"We, as you know, are continually confronted with the problem of keeping the industry as clean as we can. This is not applicable to your association only in an indirect way as it may later affect you. We want to keep every questionable man from having anything to do with alcohol under any guise of a manufacturer of toilet articles. Now the reason for that is obvious. It is our duty as members of the department, but further than that, it is the only way that we can retain public confidence and be able to effectively carry out the law and make it compatible and workable for you people who are in actual business. For that reason, we all want to eliminate and weed out questionable manufacturers who carry on any questionable operations in which alcohol may have a part."

Dr. Doran suggested various ways in which members could co-operate with the Prohibition Unit in dealing with illegitimate manufacturers. He said:

"The situation generally with respect to alcohol, insofar as regulations go, seems to be settled into a fairly well-ordered course. I know that in the various so-called red tape processes that we go through many mistakes are made by us that are very irritating, but when you stop to consider that we have been passing through one of the greatest periods of trial that an industry such as yours has ever experienced, I think we have great reason to congratulate ourselves that we are through with a whole hide and untouched, comparatively speaking, and are, so to speak, over the worst of it"

The executive Committee was authorized to appoint a Vigilance Committee to co-operate with Dr. Doran. Action upon various alcohol matters will be found in the report of the Resolutions Committee.

Dr. Doran, replying to a question regarding the rejection of a formula because it contained "too much synthetic oil," said that the only instances he remembered were of "so absolutely non-merchantable products that they indicated a lack of good faith." The unit could not set up in business and give large quantities of alcohol to an applicant who did not know how to make his product and might be suspected of planning to divert the alcohol to improper uses.

#### Mr. Crounse's Washington Report

W. L. Crounse, the association's Washington representative, made a lengthy report of conditions in the "storm center" of legislation for the last year. The great volume of work is reported in detail and will appear in the official minutes of the convention. Of the efforts of the A. M. T. A., Mr. Crounse says: "It is a matter of profound gratification to me to be able to assure you that our prestige has been unimpaired and that we have steadily gained ground in establishing our right to use alcohol unrestrictedly as a chemical raw material."

Mr. Crounse tells the story of the fight against the Ernst-Wood and Cramton bills. He quotes President Harding on the inefficiency of prohibition unit employees and covers the objections to the obnoxious bills thoroughly. Repeal of the war tax on alcohol is gone into extensively. The present tax he calls "grotesquely absurd."

Price maintenance legislation is a separate chapter in Mr.

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Crounse's report, which reviews the four bills now pending in Congress. Delay is discussed, and while price maintenance is not losing ground action at this session of Congress is problematical. The report is extremely interesting, but readers of this journal are familiar with Mr. Crounse's views through our Washington Correspondence.

#### CONTROVERSY OVER TRADE PRACTICES

The vital question, of Trade Practices was in evidence at every business session and its consideration took up fully two-thirds of the time occupied by the convention. There were clashes of opinion and the division of sentiment regarding hidden and other demonstrators for a few hours menaced the peace and happiness of the membership. By a rare combination of fortunate circumstances the controversy, which at times had elements of bitterness, was turned into channels which cannot but make strongly for new unity of purpose and friendliness in place of a tendency for discord in matters appertaining to the best interests of former secret commissions, should be abolished, and that this associ-ation should place itself squarely on record as opposed to the payment of secret commissions and the employment of hidden demonstrators, and we recommend the adoption of a code of ethics by which the members of this association, in reference to demonstrations, should be held to strict ac-countability, and condemning the practice of hidden demonstrators and the payment of secret commissions to sales persons.

#### Committee to Formulate Code of Ethics

After the report had been read, on motion of Secretary Baker, it was adopted and his further motion for a com-mittee of five members to formulate a Code of Ethics resulted in the appointment of the following Committee on Code of Ethics: Mr. Bertram, chairman; Messrs. Spiehler, Bradley, Sefton and Smith.

Bradley, Sefton and Smith.

Later Mr. Sefton, who objected strongly to what he called the "virulent language" of the report, moved a reconsideration and it was referred to the Executive Board for revision. [At the time of going to press the revised report was not ready for publication. It will be printed when available.]



JOHN A. HANDY (Executive Board)



EVERETT B. HURLBURT (Executive Board)



H. HENRY BERTRAM (Executive Board)



F. N. LANGLOIS (Executive Board)

disputants and the progress and success of the industry

Hidden demonstrators were the rocks around which the association steered clear after some of the pilots of the good ship had voiced their conflicting opinions in threshing out the merits and objections which have been associated with the plan.

Debate was precipitated by the report of the Committee on Trade Practices. It was read by Abel I. Smith, counsel, who told of the work of the committee during the year and of the trade evils which the committee saw in the spread of the hidden demonstrator system. The report declared the practice unfair to the consumer, as well as to manufacturers whose competing products were defamed by the unidentified sales women employed by particular firms. The report hinted at "commercial bribery" and arraigned the policy of substitution of the goods of the hidden demonstrator's employer for those of a competitor in dealing with the public under the guise of being a disinterested store employee. The report said in part:

"Your committee does not wish the members of the association to feel that it is against all demonstrations, for your committee realizes that demonstration as a method of selling goods may have many admirable qualities. There are good demonstrations and bad demonstrations, but your committee is unanimous in condemning the hidden demonstrator and the payment of P. Ms., which we feel are nothing more or less than commercial bribery. We believe that all demonstrators should be identified, either by a badge or uniform; that the evils which have crept in-such as the payment of

Much of one session was used up in debating the question of hidden demonstrators and Messrs. Warren, Sefton, Pfeiffer, Bertram, Smith, Wildey, Vivaudou, Handy, Bradley, Chisholm, Schultz, van Ameringen, Crounse, Baker and others took part in the discussion. At times the debate was stormy, but all agreed that the members of the association were committed to honest competitive practices.

Advocates of the hidden demonstrators shifted the blame to the sales women for defamation of competitors' products, but one speaker after explaining the difficulty of watching and guiding rightly the activities of these employees frankly admitted that firms were responsible for the acts of their

agents.

Mr. Warren in his remarks suggested the badge label for demonstrators and exhibited a "Cutex" model. He made a forceful arraignment of hidden demonstrators and cited instances giving ground for censure. Mr. Vivaudou also related some interesting adverse demonstrator experiences.

#### Federal Trade Board Member Intervenes

In the interval before a renewal of the controversy the

In the interval before a renewal of the controversy the Hon. Nelson B. Gaskill, of the Federal Trade Commission, delivered an address upon "Good and Bad Trade Practices," which is printed in full in connection with this account of the A. M. T. A. meeting, together with some subsequent questions and remarks by Mr. Gaskill.

In the new debate Chairman Bertram, of the Code of Ethics Committee, asked for expressions of opinion and received plenty of them. On the question of antagonism by department stores to any new policy, Mr. Smith advised waiting for it to develop and seemed sure there would be very little trouble.

very little trouble.

In the course of the discussion Chairman Warren mentioned that Mr. Gaskill had personally told him the Federal Trade Board was perfectly willing to act as a "big brother"

in aiding members of the association to conform to the ideas of fair trade practices which he had set forth in his address. Mr. Crounse added that while theoretical questions were not answered, it always was possible to get opinions on the presentation of real problems.

Mr. Chisholm moved that "it is the sense of this convention of the American Manufacturers of Toilet Articles

here assembled that the demonstrators in all cases be iden-

tified."

Mr. Baker amended that the members of the association pledge themselves to so identify all of their demonstrators within sixty days. Both motions were adopted unanimously, but later the enforcing date was made August 1, the Ex-ecutive Board to have power to extend it if necessary.

As finally passed, the resolution read that demonstrators should wear badges identifying them with their employing firm. Also, that there be some regulation as to the size of

lettering, etc. Chairman Bertram, of the Code of Ethics Committee, explained that in preparing the code there would be a mail vote of the members; then a revision; next a report to the Executive Board and finally a referendum vote of the membership on its ultimate adoption. [See report of Resolutions Committee for co-operative action by the A. M. T. A. with other national associations.]

MR. VIVAUDOU: Suppose our action is not acceptable to

the department stores?

CHAIRMAN WARREN: It is a pledge! (Applause.) All who will pledge themselves will signify by standing. Con-

The affirmative vote apparently was unanimous. The Executive Board will work out the details.

#### E. W. Bradford on "Design Registration"

An interesting and instructive address on "Design Registration," in connection with a bill now pending in Congress, was delivered by E. W. Bradford, of Washington, D. C., who is attorney for the Design Registration League. Mr. Bradford outlined the necessities for the enactment of the measure and summarized its provisions. Later in the convention action was taken approving the bill, as will be seen by reference to the report of the Committee on Resolutions.

Abel I. Smith, counsel for the association, announced he had been so busily engaged with various matters appertaining to his duties, that he had no formal report.

#### REPORT OF RESOLUTIONS COMMITTEE

Mr. Hurlburt submitted the following report from the Resolutions Committee:

#### Opposition to the Cramton Bill

Whereas, there is now pending in Congress a measure introduced by Representative Cramton of Michigan and urged by the so-called Anti-Saloon League, a bill providing for the withdrawal of the Prohibition Unit from the Internal Revenue Bureau and for its re-establishment as an independent bureau of equal rank, responsible only to the Secretary of the Treasury; and,

Whereas, the proposed removal of the Prohibition Unit from the control of the Commissioner of Internal Revenue would deprive all the alcohol-using trades of a great safe-guard against drastic and unnecessary regulations at the hands of the Prohibition Commissioner; and,

Whereas, it is a matter of history that through the intervention of the Commissioner of Internal Revenue acting on appeals from rulings by the Prohibition Commissioner taken by the representatives of the alcohol-using industries, the members of our association have been relieved of burdensome, costly and unnecessary restrictive regulations; and,

Whereas, the interests of all the alcohol-using industries have been safeguarded to a remarkable extent by the Alcohol Trades Advisory Committee appointed by the Commissioner of Internal Revenue to consider proposed regulations in advance of their promulgation and to advice the Commissioner with regard thereto, a function which the Alcohol Trades Advisory Committee would no longer discharge in the event of the passage of the Cramton bill, which measure would in effect legislate the said Advisory Committee out of existence: and,

Whereas, because it would be practically impossible for

the Secretary of the Treasury whose time is fully occupied with the multifarious duties of his office to give consideration to appeals from rulings by the Prohibition Commis-soner, the result being that the Commissioner would thus become an absolute autocrat of the alcohol-using industries; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby protests vigor-ously against the enactment of the so-called Cramton bill or any similar measure and instructs its Legislative Committee to oppose this or any similar measure by all legitimate means; and be it further

Resolved, that copies of these resolutions be transmitted to the Chairmen of the Senate and House Judiciary Committees, the Commissioner of Internal Revenue and the Secretary of the Treasury.

#### More Liberal Supply of Alcohol

Whereas, restrictive regulations in the use of pure nonbeverage alcohol combined with delays in procuring supplies thereof continue to embarrass industries which are compelled to employ pure spirits as an essential raw material;

Whereas, the official records show that the withdrawals of tax-paid pure alcohol in 1923 aggregated but 10,867,240 gallons, as compared with 13,398,585 gallons in 1922, a reduction of 20 per cent; and,

Whereas, the monthly withdrawals of alcohol during the current calendar year have been still further reduced until they have reached the lowest point since the enactment of the National Prohibition Law; and,

Whereas, the use of pure non-beverage alcohol in the manufacture of certain varieties of perfumes, toilet waters and other toilet articles is absolutely necessary, denatured alcohol being wholly unsuitable as a substitute therefor; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled views with serious apprehension the restrictive policy of the Prohibition Unit with respect to the use of pure non-beverage alcohol for necessary industrial purposes and hereby appeals to the Commissioner of Internal Revenue and the Secretary of the Treasury to cause such liberalization of the present policy of the Prohibition Unit as shall make it practicable for all manufacturers who desire to use pure non-beverage alcohol for legitimate purposes to obtain an adequate supply at reasonable cost and without undue delay; and be it further

Resolved, that copies of these resolutions be forwarded to the Secretary of the Treasury and the Commissioner of Internal Revenue.

#### Reduction in Alcohol Tax

Whereas, the indispensable chemical material alcohol is now heavily burdened with a beverage tax of \$1.10 per proof gallon to which Congress added in October, 1917, a war tax of \$1.10, making the total rate \$2.20 per proof gallon, or \$4.16 per wine gallon, the equivalent of an ad valorem of no less than 1,000 per cent; and

Whereas, alcohol has been deprived of its character as a beverage ingredient by the Eighteenth Amendment and the Volstead law enacted pursuant thereto, leaving it an essential material conceded to be the only universal solvent;

Whereas, Congress is now engaged pursuant to the recommendations of President Coolidge in his last annual message in repealing or reducing war taxes, which the President has said should not be continued in time of peace; and

Whereas, the tax on pure alcohol is a gross discrimination against manufacturers unable to employ tax-free denatured alcohol; therefore be it

Resolved, by the American Manufacturers of Toilet Articles in annual convention assembled that the Congress of the United States is urgently requested to repeal the war tax of \$1.10 on ethyl alcohol, causing such repeal to take effect at a reasonable future date, with a view to obviating loss to manufacturers and merchants who may have on hand

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considerable quantities of goods made of alcohol, tax paid at the rate now in force; and be it further

Resolved, that copies of these resolutions be forwarded to the Chairman of the House Ways and Means and Senate Finance Committees.

#### Mellon Tax Reduction Bill

Whereas, the Secretary of the Treasury early in the present Congress transmitted to the House of Representatives a carefully considered measure providing for reductions in federal taxes aggregating several hundred million dollars per annum; and

Whereas, in the consideration of this measure by the Ways and Means Committee and on the floor of the House numerous changes were made in the original draft of the bill, notably in the incorporation of higher surtaxes, increased levies upon legacies and new taxes on stock dividends and on gifts, all the aforesaid amendments being contrary to the letter and spirit of the bill as drafted by the Secretary of the Treasury, therefore be it

Resolved, that the American Manufacturers of Toilet

#### Price Protection Measures

Whereas, the experience of the past year has clearly emphasized the need of legislation to prevent the employment by price cutters of standard identified merchandise of known quality as bait with which to obtain the patronage of the public and to assist in the sale of unidentified goods of doubtful quality at relatively high prices; and

Whereas, because the manufacturer under the law as now construed by the courts cannot protect his distributors against price-cutting rivals it frequently happens that the retailing of standard products of high quality is rendered so unprofitable that the handling of such goods is abandoned by large numbers of merchants to the great injury of both producer and consurer; and

Whereas, until about a dozen years ago it was the understanding throughout the business community that manufacturers had the right to agree with their distributors upon the prices at which their products should be sold to the consumer and today the United States is the only civilized country in the world in which the right of the producer to contract with his distributors for the maintenance of the resale price of his goods is denied; and

Whereas, there are now pending before the House Com-



WALTER T. HATHAWAY Chairman Convention Committee



EDWARD V. KILLEEN
Member
Convention Committee



Burton T. Bush Member Convention Committee



A. F. KAMMER
Member
Convention Committee

Articles in annual convention assembled hereby gives its unqualified endorsement to the original tax reduction measure as framed by Secretary Mellon and urges upon members of the United States Senate, before which the bill is now pending, that the provisions of the original draft of the bill be restored in the interest of the national welfare; and be it further

Resolved, that copies of these resolutions be forwarded to the Chairman of the Senate Finance Committee.

#### Design Registration Bill

Whereas, there has been introduced in Congress a measure known as the Design Registration Bill drafted under the auspices of the Design Registration League after extended conferences with the Registrar of Copyright and Commissioner of Patents; and

Whereas, this bill provides for the registration of designs for varying periods at low fees and eliminates bulk registration and secret registration, thus enabling manufacturers to protect new designs at a minimum of cost and under conditions that would substantially increase the value for all practical purposes of design registration, the cost of which under existing law is practically prohibitory; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby heartily endorses the Design Registration bill and urges upon Congress the desirability of placing this measure upon the statute books at the earliest practicable date; and be it further

Resolved, that copies of this resolution be transmitted to the House and Senate Committees on Patents

mittee on Interstate and Foreign Commerce four bills designed to legalize the making of contracts between manufacturers and dealers whereby the former may fix the price at which their products shall be sold to the consumer provided the goods are trade-marked, branded or otherwise identified; therefore be it

Resolved, that the American Manufacturers of Toilet Articles in annual convention assembled hereby heartily endorses the principle underlying the bills now pending in Congress, urges the House Committee on Interstate and Foreign Commerce to give them prompt consideration with a view to their passage at the earliest practicable date and emphasizes the importance of early hearings on these bills in order that the business men of the country may have an opportunity to present to both House and Senate their views concerning the necessity of this most important legislation; and be it further

Resolved, that copies of these resolutions be forwarded to the Chairmen of the House Committee on Interstate and Foreign Commerce and the Senate Committee on Interstate Commerce.

#### President Gilbert Colgate

Whereas, our President, Mr. Gilbert Colgate, has managed the affairs of the Association with ability and judgment and through the exercise of tact and diplomacy has obtained from the membership a high degree of teamwork and cooperation, and has greatly increased the usefulness of the Association to the membership at large; be it therefore

Resolved, that to Mr. Colgate be extended a cordial vote of thanks and appreciation.

#### The Entertainment Committee

Whereas, the Entertainment Committee, consisting of Mr. Walter T. Hathaway, Chairman; Mr. B. T. Bush; Mr. A. F. Kammer; Mr. E. V. Killeen; Mr. Louis Spencer Levy by invitation, have unstintingly given their time to the preparation of the program and the entertainment afforded the members, and as this convention and the entertainment has been one of the best the Association has ever had, be it

Resolved, that the thanks of all the members be extended to the Entertainment Committee for the satisfactory work which they have done.

#### Louis Spencer Levy

Whereas, Mr. L. S. Levy, of The American Perfumer, has throughout the year devoted much time to the general support of the American Manufacturers of Toilet Articles, and to the dissemination of information of value to our entire industry; therefore be it

Resolved, that this Association expresses its hearty appreciation of the enterprise shown by Mr. Levy and tenders its hearty thanks for his painstaking efforts in behalf of the Association.

#### W. L. Crounse and Abel I. Smith

Whereas, Mr. W. L. Crounse, our Washington representative, and Mr. Abel I. Smith, our Counsel, have during the past year continued to give the Association their loyal and conscientious service, and have by their watchfulness protected and furthered the interests of our membership; therefore be it

Resolved, that we tender to Mr. Crounse and Mr. Smith our sincere thanks in appreciation.

#### Trade Practices

Whereas, the American Manufacturers of Toilet Articles desire to correct any undesirable trade practices that may exist due to the present method of handling demonstrations; therefore be it

Resolved, that the President be requested to ask the President of the National Retail Dry Goods Association and the President of the National Association of Retail Druggists to cause committees to be appointed by each of the aforesaid organizations to meet a committee of this Association for the purpose of arranging a code of business ethics as nearly as possible in line with such code as may be adopted by this Association, which will correct any evils that may exist in connection with demonstrations and commissions paid to sales women: and be it further

saleswomen; and be it further Resolved, that the President be requested to appoint a committee of three active members of this Association to carry out the purposes of this resolution.

On motion of Mr. Schultz, seconded by Mr. Spiehler, the resolutions were all adopted unanimously.

#### Confer with Importers Manufacturing Here

Mr. Spiehler: I was in hopes that there might be some resolution bearing upon the marking of so-called imported goods put out by foreign manufacturers and bottled in the United States. I do not know that we are in any position to demand anything, but it occurred to me that it might be ethical and professional courtesy to appoint a committee to confer with the importers, at least those who manufacture and put up goods in this country to see if they will not consent to properly mark their goods so that the buying public will know that the goods were actually manufactured or assembled in this country, and if, after due deliberation with them we find that they are obstinate and unwilling to cooperate to honestly mark their goods, we seek to procure some legislation to make such practice effective.

(The motion was carried in the form of a resolution.) The session at which nominations for officers were made was very spirited and various candidates were suggested. After canvassing the situation the Nominations Committee through Chairman Spiehler, made a report which named all of the retiring officers, with the exception of one who could not serve and the slate was unanimously elected. The complete list of officers for the new association year will be found on the first page of this report.

The convention then adjourned sine die.

#### Entertainment and Banquet Very Enjoyable

The entertainment features of the convention afforded a welcome relaxation from the serious business discussions which occupied the formal sessions.

Theatre parties formed a diverting feature Tuesday and Wednesday evenings, April 22 and 23. On Tuesday evening, most of the members and their friends were present at the performance of the musical comedy "Poppy," at the Apollo Theatre. After the performance, the party reassembled in the Rose Room of the Biltmore, where a light supper was served, after which dancing was enjoyed by old and young alike until an early hour in the morning.

Opportunity to meet new friends and renew old acquaintances was much stimulated by the luncheons which preceded the business sessions, and throughout the week there were numerous friendly private parties which added much to the enjoyment of the convention.

The annual banquet on Thursday evening, April 24, in the Cascade Room of the Biltmore, which was attended by about 410 members and their friends, proved to be a fitting climax for the manifold business and social activities of the week.

At each table a bunch of roses was to be found, which many of the feminine guests utilized in a number of ingenious and artistic ways. Throughout the evening an orchestra played popular and classical music and the diners were delighted with two solos by Mrs. Orrin Castle Isbell, lyric soprano, who was accompanied on the piano by her husband. Many of the guests were agreeably surprised to learn that Mrs. Isbell is the daughter of Mr. and Mrs. P. R. Dreyer.

Everett L. Shaw, baritone, rendered several selections which were very well received, and Miss Anna Louise David, harpist, was roundly applauded for her rendition of several difficult numbers on the harp. At the conclusion of the feast, Walter T. Hathaway, the toastmaster, greeted the guests cordially, and then read a telegram from Gilbert Colgate, president of the association, conveying to the members his good wishes, and also his regret on his inability to be present.

Major-General Henry T. Allen, formerly Commander-in-Chief of the American forces of Occupation in the Rhineland, was then introduced. General Allen's address quite naturally was concerned with the subject of European conditions of which he possesses first-hand information of an unusual nature. Accordingly, General Allen's remarks were listened to with much interest.

"Any settlement of the European situation cannot be made on a imancial basis," he said. "If permanence is to be secured in any degree, the settlement must also be political." He discussed the French occupation of the Ruhr, which occurred four years after the signing of the armistice. In the matter of reparations, he pointed out that the United States has not demanded any, but despite this we have not lost our equities in any forthcoming settlement. He felt that it might be good business for the United States to cancel some of its debts.

The next speaker was the Rev. Roy E. Manne, pastor of Grace Methodist Episcopal Church, Brooklyn, and known and loved as "The Man with a Smile." His buoyant optimism proved to be contagious, and he kept his hearers at a high pitch of merriment at all times.

At the conclusion of the speaking, the floor was cleared and the lights were dimmed. Under the glow of colored spotlights, which gave an air of enchantment to the scene, the members and their friends whirled away the remaining hours of the thirtieth annual meeting of the association in the ever popular recreation of dancing.

The smooth and efficient manner in which the entertain-(Continued on Page 124)



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ment features were conducted by the convention committee, under Chairman Walter T. Hathaway, purchasing agent for Colgate & Co., was the subject of much favorable comment by everyone. He was ably assisted by the committee: Edward V. Killeen, Burton T. Bush, August F. Kammer, and Louis Spencer Levy, secretary (by invitation). Very valuable assistance was given to the committee by William F. Rode, Jr., one of Mr. Hathaway's right hand men at Colgate & Co., who in a tactful way materially aided Mr. Hathaway as well as the secretary of the committee in making the various entertainments, from the theatre party to the banquet, so completely successful.

One of the most interesting features of the convention was an exhibition of the big three-reel film giving the "Story of a Glass Bottle," which was shown by the Illinois Glass Co. in an ante-room of the Biltmore, under the auspices of J. A. Hodge, New York, district manager. The ten-day trip through the varied plants, with explanations of the numerous processes and products was entertained. of the numerous processes and products, was entertainigly told by C. M. Schofield.

#### MEMBERS PRESENT

(This list was compiled from the Registration List kept by the Secretary's Assistant, which all present were requested to sign.)

#### ACTIVE MEMBERS

		Searles, W.		
Sefton. A. P. Babcock	Co		New	York City

Wm. A. Bradley.

California Perfume Co.... Clark.

S. J. Schwarzwalder. Colgate & Co. . . . . . . . . . . Jersey City, N. J. Walter T. Hathaway, Martin I. Ittner, William Rode. Daggett & Ramsdell . . . . . . . . . . . . New York City

A. G. Shoppach, Denney & Denney..... . Philadelphia, Pa Denney.

E. W. Bartram.

Elcaya Co.
H. C. MacBride
Elmo, Inc.
E. D. Elmo, R. H. Woodrow. .....Long Island City, N. Y. ..... Philadelphia, Pa.

Marshall Field & Co......Chicago, Ill. Harold E. Lancaster.

French Cosmetic Mfg. Co......New Rochelle, N. Y. E. Salomon. ......Philadelphia, Pa. Garwood Co.

W. H. Garlinger, Ervin J. Weiss. 

ronto). 

Jolie, Inc. ...... L. O. Sturtridge. .....New York City Koken Companies......St. Louis, Mo.

Geo. D. Chisholm. .....New Haven, Conn.

Chester D. Dunlap, L. A. Jenkins. C, A. Hanley.

Larkin Co. ......Buffalo, N. Y. J. A. Handy.

Leigh Chemist, Inc......New York City Ralph C. Vaughn. 

W. L. Schultz. Wm. H. Loveland Co...... Binghamton, N. Y. Wm. H. Loveland,

Hedden. 

Marinello Co. La Crosse, Wis.
A. S. Wildey.
Melba Mfg. Co. Chicago, Ill.
G. M. Rowell. Mennen Co. ..... Newark, N. J. H. T. Leeming.

Monte Christo Cosmetic Co......New York City Albert Edelstein. 

Donald, Augustus F. Bergmann.

J. H. Schmidt, H. C. Rendler.

H. Selick, Inc......New York City George Selick.

Smith, Kline & French Co...... Philadelphia, Pa. J. Clifton Buck, Solar Laboratories ......New York City

S. B. Kaiden, Peter Meyer. 

A. M. Spiehler. Frederick Stearns & Co......Detroit, Mich. Frederick Christ.

Henry Tetlow.

R. Kennedy (Toronto).
United Toilet Goods......New York City Albert Mosheim.

Woodworth Sons Corp..... New York City Edwin Ross.

#### ASSOCIATE MEMBERS

Addison Lithographing Co......Rochester, N. Y.

Charles A. Tome.

Brass Goods Mfg. Co......Brooklyn, N. Y. 

O. A. Brown. Ferdinand Buedingen Co., Inc................................. Rochester, N. Y. W. John Buedingen.

. Ill. A. City

Wis.

, III.

N. J.

City City

City Mac-City

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City

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City Pa. City

Mich.

Pa. City Mass. John City

Pa. I. Y. City

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City

Y. City

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n, J. City Del.

City

MAY, 1924	AMERICAN	Perfumer &
F. N. Burt Co., Ltd Miss Mary R. Cass, C Boscowitz, H. C. Coppins	. M. Boscowit	Buffalo, N. Y.
B. T. Bush, Inc	Judge, Jr.	New York City
W. J. Bush & Co., Inc R. S. Swinton, C. Blair I	eighton, R. Rig	New York City ghton Webb.
Capes-Viscose, Inc		
Carr-Lowrey Glass Co C. Hilgenberg, A. F. Kan	nmer, F. J. Ben	Baltimore, Md.
Antoine Chiris Co	Lingott, G. F.	New York City Richmond.
Compagnie Duval Charles Heine, John Kieh	,	Voul City
Compagnie Parento, Inc Addington Doolittle.	Croton-on-	Hudson, N. Y.
Delphi Products, Inc T. E. Larson, C. R. Seydl	itz.	New York City
Dennison Mfg. Co D. D. Brown, J. William		ningham, Mass.
Dodge & Olcott Co Charles O. Homan, R. W		Vew York City
P. R. Dreyer P. R. Dreyer.		
Justin Dupont, Inc George Silver, L. J. Zollin	nger, Chester E	New York City 7. Tompkins.
Economic Machinery Co Clarence E. Butler.	W	orcester, Mass.
Florasynth Laboratories, Inc. Charles L. Senior.		
Fox & Clarke Co., Inc Arthur G. Fox, Frederick	D. Clarke.	New York City
The Foxon Co., Inc		New York City
Benj. French, Inc	1	New York City
Benj. French, Inc. Charles D. Edwards. Fritzsche Brothers, Inc. F. E. Watermeyer, Juliu J. H. McNamara. August Giese & Son.	s Koehler, A.	New York City D. Armstrong,
O E Cioco		
Hofton & Co		New York City
Richard G. Ehrlich. Heine & Co. Paul Schultze Berge, H. H. L. Heiter	W. Ferguson.	New York City
H. L. Heiter.		New York City
H. L. Heiter.  Illinois Glass Co.  J. A. Hodge, J. W. Colbe Imperial Metal Mig. Corp	rt (New York	City).
C. F. Ising Corp		Flushing, N. Y.
Charles E. Ising. Richard M. Krause Richard M. Krause, Jose	ph M. Lawren	New York City ice, Thomas F.
E. M. Laning Co., Inc E. M. Laning, Wm. H. E. Lautier Fils	arlow.	New York City
C. H. Bourguet. Pierre Lemoine et Cie, Inc C. R. Meltor.		New York City
Lorscheider-Schang Co., Inc.	tt W. King.	ochester, N. Y.
George Lueders & Co George Lueders, Edward Chalever Harry M. Paul	V. Killeen, H.	W. Heister, P.
Magnus, Mabee & Reynard, In P. C. Magnus, Wm. F. I	ischer, Joseph	New York City Baird Magnus,
Robert B. Magnus.  Manhattan Can Co C. S. Humphrey.		
Metal Package Corp	Fischer.	New York City
Monsanto Chemical Works W. H. Adkins, E. A. Joh	nnson.	New York City

Riesa. New England Collapsible Tube Co.....New London, Conn. W. K. Sheffield, A. G. Spilker (Chicago), L. T. Sheffield. Orbis Products Trading Co......New York City Ernest Sondhelm. Stoddard. worth. . Chester, Pa.

#### VISITORS

,
American Metal Cap CoBrooklyn, N. Y.
G. V. Lincoln, P. C. Doyle. Arbor Laboratories, IncNew York City
Jerome E. Baum.  Alva Mfg. Co

Atlantic Míg. Co	J. Manheimer
Moise R. Cohen.  Luce's Jersey Perfumery, LtdLondon, England J. C. Gambles.  Charles MathieuNew York City	

#### ACTIVITIES OF NUMEROUS ALLIED ASSOCIATIONS

## CHICAGO ALLIES RADIO THE BENEFITS OF PERFUMERY AND SOAP

The entertainment committee of the Chicago Perfumery, Soap and Extract Association, under the leadership of D. M. Clark, chairman, arranged a dinner-dance for its members and their friends on May 14 in the Colonial Room of the Edgewater Beach Hotel. From the reports received, every one present had a delightful time. Over 200 attended.

As the tables were arranged to seat eight, the following were some that reserved a table for their friends and guests: F. Z. Woods, D. M. Clark, W. L. Filmer, H. G. Baldwin and Joseph De Lorme.

One of the entertaining features was a short talk on the "Perfume Industry," given over the radio by George A. Briggs, of the Allen B. Wrisley Co. Mr. Briggs substituted for Francis W. Jones, president of the Melba Co., who was unable to attend owing to the death of Mrs. Jones.

Mr. Briggs's talk on the perfume industry was extremely interesting, telling of the romance in its early history and its present value to the people generally. Soaps phases, its purity and usefulness, were emphasized. In opening his radio talk, Mr. Briggs announced that he was speaking for the Perfumery, Soap and Extract Manufacturers and when his time was up ended with an invitation to any listeners desiring particular information or having questions to ask to address him at 923 South Wells street, Chicago, and he would be glad to reply to their letters. The broadcasting was done by WGN.

At the May 7 luncheon meeting at the Elks Club the death of the wife of F. W. Jones, president of the Melba Mfg. Co., was announced. President Baldwin appointed F. Z. Woods, H. D. Crooks and W. L. Filmer a committee to draft a suitable memorial and send it to Mr. Jones.

This meeting had been allotted to A. J. Anderson, but as he was out of town arrangements were made to have Benjamin Francis Whitney talk to the members on city, state and federal laws. He gave some inside information as to the handling of crime by the police department and otherwise supplied some interesting information.

wise supplied some interesting information.

Jack Powers, with Charles Pfizer & Co., New York, being about to go to the home office, the secretary, W. L. Filmer, made a presentation to him on behalf of Powers's numerous Chicago friends of a 100,000 mark note with instructions to cash it to cover the expenses of a visit back to Chicago.

#### Manufacturing Chemists to Meet June 4

The Manufacturing Chemists' Association has decided to hold its fifty-second annual meeting in New York on June 4.

## AMERICAN CHEMICAL SOCIETY PROTESTS AGAINST PROHIBITION CZARDOM

Surveyed from the viewpoint of the service of chemistry to industry, the outstanding feature of the sixty-seventh meeting of the American Chemical Society, held in Washington in April, was the vigorous declaration of opposition to the Cramton bill, designed to create an independent prohibition bureau in the Department of the Treasury. The society asserted that enactment of the Cramton measure would destroy traditional prerogative, invest the prohibition commissioner with new and despotic powers, and throttle the vast industrial machine built around the legitimate uses of alcohol. "The nation's chemists object to going to a policeman for their raw material," was the substance of the protest made by the more than 15,000 members of the society through their council, the supreme governing body.

Unwarranted interference with business, saddling heavy and mounting losses upon industry, was charged, and it was said that the proposed legislation would place both the prohibitive and permissive features of the prohibition law under the control a single bureaucrat, answering only to the Secretary of the Treasury, and invite disaster to legitimate commerce.

The society unanimously approved the report of the committee on industrial alcohol, of which Martin H. Ittner, chief chemist for Colgate & Co., New York, was chairman. The committee declared that a wide range of industry, representing a huge investment of capital would be adversely affected by the Cramton bill. The report covered Dr. Ittner's protest substantially as printed in this journal at the time.

The attendance at the meeting exceeded all expectations, more than 3,000 registrations having been made on the opening day, when the council met. General sessions and divisional meetings were held continuously during the week.

The Dye Division considered some very important papers by Marston T. Bogert and his associates on color chemistry.

#### B. T. Bush Synthetic Organic Chairman

Burton T. Bush, president of Burton T. Bush, Inc., New York, manufacturers of aromatic chemicals, was elected chairman of the Organic and Medicinal Chemical Section, Synthetic Organic Chemical Manufacturers' Association, April 17, to succeed Dr. George F. Richmond, of the Antoine Chris Co., New York, which company recently sold its plants at Delawanna and Bavonne, N. J., to Mr. Bush's firm. Mr. Bush was formerly president of the New York house of the Antoine Chris Co. The Chris company is no longer manufacturing in the United States, confining its activities in America to the sale of floral products from its plants in

(Additional Association News on Pages 144 and 160)

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#### FEDERAL TRADE BOARD VIEW OF DEMONSTRATORS

Hon. Nelson B. Gaskill Tells the A. M. T. A. About Trend of Opinion; Buying Security Invites Disaster; Phases of the Practice Fully Discussed

As you probably know, the Federal Trade Commission has had under consideration for a considerable period of time the practice of giving commissions to salesmen with or without the knowledge of the employers, and for the past few months there have been coming in to us from all sources complaints of the growth of the practice known as the hidden demonstrator.

Now, I most earnestly invite your attention to what is involved in those two practices. Of course, what you are seeking is security—the condition that everyone wants above all else. It is a state to which men seek to arrive and to accomplish which they go to a great deal of trouble and, in the majority cases, invent arrangements and devices which are wholly unnecessary for the purpose.

King Solomon was considerable of a merchant in his time, as well as a ruler. If you will take some of the sayings of Solomon, and if you will read them as "Letters of a Self-Made Merchant to His Son" you will find in them a great deal of wisdom that is applicable today.

#### Most Men Really Mean to Do Right

There is one of those statements that I would like you to peg on. He says, "There is a way that seemeth right unto a man but the ends thereof are the ways of death." Now, it makes no difference that a man invariably does the things that he thinks are right—most men do. I can trace an experience all the way from such a gathering as this to the inmates of a state prison, and I never yet have found the man involved without a justification for the action he took. There are practically so few cases in which one goes deliberately wrong or off the track that for all practical purposes they can be ignored.

What we are after is right reasoning, and the examination of the course we are entering upon for the purpose of seeing where we are coming out. There is an old proverb which says that "a wise man does in the beginning what a fool does at the end," and the course of wisdom therefore in entering into any practice is to look into it thoroughly and see what the end of it is going to be.

Now this practice of the hidden demonstrator, this practice of the commission, is an effort to buy security. If security could ever have been bought it would have been purchased long ago, but there never has been a man yet, in business or out, who has been able to buy and keep security. It is, therefore, necessary to determine wherein security lies, and then if you have the money to spend, spend it in seeing that the security you get is the security that will endure.

#### Buying Security An Invitation to Disaster

Now a very little analysis will show that the practice of buying security, buying a preference over competitors' goods, buying a preference in the place where the goods are sold, buying a preference in the attitude of the sales people towards your goods, is a departure from the proper basis of merchandising and is an adventure upon a course which leads eventually to disaster or at least to trouble.

What I mean is this: What you can buy somebody else can buy from you. There never was a man yet who was able to keep a bidder out of the market who had the

money to come into the market. When you start out buying your preference, you start a process which invites competitive bids from somebody else, and just so sure as you have started this bidding process, you have launched your commodities into the market on a basis which means constantly increasing cost of distribution, because somebody else wants that preference just as much as you want it, and will pay just as much for it. Immediately you have done that, you have transformed competition from a basis in which your goods move on their quality, their price and the service you offer, to the ability to buy preference, and that means in the long run that the largest bank account will rule.

Manifestly in the principle of competition, which is supposed when put into practice to give benefit to all who are in business, there cannot be benefit to only a few who are engaged in that business. There cannot be in competition itself a process which drives competitors out. In other words, the use of a proper practice of merchandising is the use of methods which are open to all, and immediately one starts out upon the basis of buying preference or buying security there has begun a process which is not open to all because it inevitably falls, in the last analysis, into the hands of the few, and then you have a monopolistic condition.

#### How Subsidies Worked in Gasoline Trade

Let me illustrate. Sometime ago there started in the distribution of gasoline a practice which consisted of the giving away of tanks and pumps. That became a very widespread practice. As some of you probably know, the Federal Trade Commission challenged the practice. Court said it was lawful and reversed the Commission's order. But what the Commission saw was the change of the basis of sales from the quality of the gasoline, on the price per quantity, to the ability to give away pumps and tanks. Just exactly what the Commission saw has come about, because no one oil company is satisfied to allow a competitor to get away with the business on that basis. The result has been a parallel of one company's installations by another company, a competition in the lavishness of this equipment furnished free, and the process goes on still further to the point where, instead of receiving a rental for that equipment, an oil company may be obliged to pay to the owner of the garage or distribution station, a premium for having his products sold at that point.

Now, that is exactly the process to which you are turning over your business when you go into the hidden demonstrator proposition. You are turning yourselves over to the owners of the department store, and just so soon as your business becomes of advantage to the owner of that store and you demonstrate that fact through your sales conducted by your agents in the guise of department store sales ladies, the time will come when you will not only have to face the competition of others who want to buy you out, but you will have the department store requiring of you that you pay a rental for space in that store. There isn't any question about it, because it has worked that way over

I had a group of men come into my office sometime ago

representing an industry which launched out on an entirely new method of distribution which they thought was fine, and at the start it met their expectations.

That commodity is sold on cards, and those cards when the various styles are made up are usually shown in a container which is exposed on the counter. Naturally, somebody conceived the idea of increasing the appearance and consequently the cost of the container. The new container of improved model and style came out immediately, and it was so attractive to the consumer that the other producers in that industry had to meet that container. Then the process of meeting style and appearance developed. Somebody else conceived the idea of putting out a better and more elaborate container, and the result was that the contest in containers reached a point where it threatened the profit in the business, and the competitors came down to the Federal Trade Commission and asked: "Will it be unlawful if we agree among ourselves to limit the style of the container, or the cost of the container?"

Now there is a theory abroad in the land (whether good or not I do not propose to say) that it is quite as bad to make an agreement to obey the law as it is to do something that is quite to the contrary—a theory which I am frank to say I do not take any stock in whatever. (Applause.) What I said to those men was this: "For Heaven's sake, stop this thing while you can, and get back to a business of retailing your product on the basis of merit, quality and service and eliminate the cost of your containers or their style." And they did.

Now they started in exactly the same way and with ex-

Now they started in exactly the same way and with exactly the same process that this hidden demonstrator business leads out, and just as sure as you're born (you can take it from the book of experience; you don't have to take it from me), you will find yourselves in exactly the same position as the man who fell out of the haymow on top of the bull and the bull ran away down the village street, and he shouted, "Head us off! We're running away. Head us off!" So if this practice keeps up you are soon going to try to ascertain whether you can make an agreement among yourselves to stop this thing and get back to a sound business basis.

#### Means Increase in Distribution Cost

Now there is another aspect. The fact is that this process means a certain increase in your cost of distribution. It means in the long run either that you must raise the price to the public or you must deteriorate the quality of your commodity, one or the other, because your distribution cost is going up absolutely.

When it comes to deterioration of quality, we have an evil that the country is suffering from in every direction. When it comes to raising prices, you are going to strike an awful resistance from the consumers.

Take the situation from other points of view. When the consumer comes into a store, that consumer has a right to know who he is dealing with.

to know who he is dealing with.

I went into a drug store in Washington the other day to buy a tube of tooth paste (and in the presence of this audience I refuse to say which kind I bought) and I asked for a specific kind of tooth paste. The clerk handed it out, but handed it out unwillingly, and said to me: "Don't you want a peroxide tooth paste instead of that?" I said: "No. I don't."

Let us assume that I have never bought tooth paste before, but I am a consistent reader of the Saturday Evening Post. I pick out a tooth paste advertised in that paper and go into a drug store and ask for it. The clerk says to me: "That tooth paste is rotten; it whitens the teeth but takes the surface off them. What you want is so and so." He is the hidden demonstrator. I don't know anything about it and so I accept his statement.

You have hit by this practice the most deadly blow at your national advertising that you could possibly swing because the person who goes into a store in response to your advertisement, encounters the hidden demonstrator representing your competitor. There are two things in front of the consumer, your advertisement in print and your competitor's salesman's statement. Both cannot be true. If the consumer accepts the salesman's statement, he condemns your advertisement; if he believes the advertisement, he condemns the salesman.

#### Getting the Real Benefit of Publicity

When one of you puts into a store that kind of an agent with instructions to say one thing is good and all the others are bad, all advertising, because of that fact, is weakened every time a purchaser asks for an article that is advertised and is told that the competing article is better. If, on the other hand, in that store there are as many of those advertised articles as the store-keeper wants to handle and the purchaser is allowed to make up his mind on the basis of what you told him through advertisements as to what he wants, then you have received the benefit of the advertising, the storekeeper has an advantage in handling your goods and the purchaser has received the thing that you made him believe he wanted.

Consider the situation another way. Take the article that is not advertised at all. A man is going to furnish a home. He goes into a department store and is referred to the head salesman, we will say, of the bed department. He is shown beds and springs of various kinds, various grades and various makes and various prices.

The salesman in that store, to the man on the street, is a person who knows beds. That is his business; that is what he is there for. The person who goes into that store to buy a bed has a right to rely upon the salesman's statement as to which of those beds is the best bed for the money. You can say all you please and argue all you like to the contrary, but that is what the purchasing public expects from the salesman, and when you are running counter to the expectations of the public, you are running counter to a force that will wreck you if you keep going.

Mr. Barnum once put out a cherry colored cat. He knew that some cherries are black, but the ordinary cherry, as everybody believes, is red, and when people went to see this cat, they expected to see a red cat. Mr. Barnum's business being faking, he could get away with that.

The public believes that it may have confidence in the disinterested advice of the salesman. If you abuse that confidence, the customer will not laugh as he did at the cherry colored cat. I picked up a magazine yesterday in which there was a common sense editorial. This writer mentioned the fact that when he came to New York some twenty years ago he went into a store advertising that it was selling out. He paid \$15 for some shirts and got stung \$15 worth. He never went back to that store, but he said that this man was still engaged in the business of selling out, picking a chance customer here and there, while the other stores that started at the same time selling their goods for what they were and so representing them to the public through the mouths of the persons behind the counters, have gone on and on because the public had confidence in them. The confidence of the public is your only security. You cannot buy the confidence of the public. You can foolit for a while (that has been done over and over again), but the security that lies in the confidence of the public is something that cannot be bought. It is something that can only be earned.

#### Public Getting Tired of "Put Over" Schemes

The public is beginning to learn these things. Thousands of letters come into the office of the Federal Trade Commission from all over the country. There is not a state, there is hardly a city which sometime during the week does not send in a complaint, and the complaint is almost invariably that the writer has bought something which was not as represented.

If you are not conscious of that fact, if you do not take that fact into consideration, you are building a structure wholly in the air because the public is getting tired of having something put over on them. These women's clubs, these lectures, newspapers, and good housekeeping magazineseverywhere there is being pounded into the public today the idea of truthful advertising and truthful representation. The public is looking for it, and they are going to have it. There isn't any question about it—they are going to have it.

Wherever there is a man who is telling the public exactly what he has got, and the public know that they can rely on what he says, the consumers follow him. Even with your experience you will be surprised to see how they will follow up his product.

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I went into a barber shop in Washington where the barber was lamenting the fact that he could no longer get a certain make of shoe. He said he had bought that shoe for ten years because that shoe was always good, had always suited him and he always got his money's worth and his feet were always comfortable. He had heard there were some of those shoes on sale in Richmond, and he said he was going down to Richmond to buy a pair. That is what confidence meant to him and to the maker of the shoe. When you get the customers' confidence, you have got security, and you can get it no other way.

It is law, and the courts have said so, that to buy the employee's interest, the salesman's interest, without the employer's knowledge is an unlawful act. Peg that right there. When you induce a salesman without the knowledge of his employer to prefer your goods to others, you have interfered with the contractual relation between that employer and his employee, and that is unlawful. On that proposition not only the Federal Trade Commission but the courts stand absolutely fast.

#### Customers Should Know Status as Well as Employers

Let us take the other end of it where the employer knows but the public does not know. What happens in a case like that?

One of you may have developed something new; you have a product in which you believe—you have put your money into it, you have put your heart into it and all the science that you could command; you have an attractive package and an attractive price, and you have spent a tremendous amount of money in a campaign of national advertising. You have heralded your product from one end of the country to the other through every advertising medium that is satisfactory; you have done outdoor advertising; you have done everything that you possibly could to launch the new article.

to launch the new article.

This new commodity goes into the hands of department stores or jobbers for distribution. In one particular department store, let us say, there is, beyond your knowledge and beyond your control, a subsidized agent of a competitor. The competitor who has paid the price knows, the employer whose salesman has been subsidized knows, but you do not know, and the public does not know that at the place where your article is to be sold there is a man who is paid to defeat your effort. The business you have ripened through all this effort of yours is stolen from you without a possibility of defense on your part because some competitor has slipped a salesman \$25 a month to give preference to his goods and to say that yours are bad. Is that fair competition? Is that the sort of thing you want to lay yourselves open to? When you start that process against a competitor, you are bringing it into action against yourselves. A man who is doing that sort of thing is liable to have the same methods exerted against him somewhere else and when he won't know it and cannot protect himself against it.

#### Finding Out the Public's View Point

Let us take the public. The public does not know when it is misled by this practice. Letters to the Federal Trade Commission have made certain that the average public is not composed of experienced or informed buyers.

When we get a question upon which it is necessary to ascertain what the public understands a certain term to mean, we take a dozen or more cities of the United States and from the telephone books in those cities choose at random names of people in the business or in the line of living which makes them consumers of that product. To them we send a questionnaire: "What do you understand such and such a term to mean?"

Our experience shows that when you get beyond the limits of the most ordinary terms, terms that have been the most customary in usage and have the most settled meaning, there is a tremendous divergence of opinion as to what these terms mean. The public trusts the seller. The fact that the public goes out to buy shows this trust. The fact that advertising succeeds is simply because the public trusts. If the public did not have confidence in what you say, you could fill every newspaper in creation with print and picture and there would not be any response to your efforts.

#### Trust Betrayals in Government and Trade

Now, why and how can you betray that trust or start into action any method or any practice which results in a betrayal of that trust? Probably there is no citizen of the United States who has not felt sick and grieved and ashamed almost by the disclosures that have come out of Washington in the last two months because men have betrayed trusts. Now, why do you expect certain men to be true to trust and admit that others can use practices which betray trust? There is nothing whatever in the position of a physician, or a fireman, or policeman, the cashier of a bank, the treasurer of a trust institution, that makes him different from other men. These men must be true to trust, otherwise everything goes. Your bank institutions and your banking arrangements are based on trust. You expect those men and men in public office to resist every temptation to private advantage; you expect them to put behind them every possibility of being untrue to trust, and yet this practice of the hidden demonstrator is a practice in the last analysis by which a statement is made to a member of the purchasing public which deceives the trust of that member because it is not whole, it is not complete, it is biased, it is prejudiced and it is in the interest of a particular commodity.

Sooner or later this is going to happen. Up to the present time the courts have taken a very strict view of this question of subdizing the interest of salesmen. They have dealt with it from the point of view of contract relations between employer and employee, but the pressure behind the other element, the objection to that practice when it is carried out with the knowledge of the employer is tremendous. The great distribution agencies of the country have all opposed it. The wholesale grocers, the retail grocers are against it. They annually adopt their resolutions protesting against this thing. The distributor wants to be able to do business in representative articles, and he wants to be able to handle those articles as they appeal to him, and he wants to know that his sales principles will be representative of him.

#### Time Ripe for a Revision of Methods

There is nothing that breaks down the morale of a sales force quicker than this payment of subsidy by some manufacturers to some salesmen. It is talked about wherever sales people gather. "I am getting so much for pushing this particular commodity," they say. If a distributor stands out against that practice and will not let his sales people take this money, they leave his employ and go over to somebody who will allow them to take it. It is a process which not only involves the manufacturers in trouble, but it is a process which creates trouble in the field of distribution, it is a process which creates trouble and discouragement in the minds of the consumers.

There isn't any doubt about it that the time will come (and it is nearly here) when this method will be changed from the outside if it isn't changed from the inside. There is entirely too much opposition to it from those who feel the effects of it for it to remain. The distributor and the purchaser are in arms against it.

It is a strange thing that men will await the application of force for the correction of something which they can perceive themselves.

I told a group of knit goods manufacturers sometime ago that if they had spent one-half the money in advertising the merits of a cotton and woof fabric and selling their goods as such, that they have spent in trying to advertise a cotton and wool mixture as wool and selling it as such, they would not be faced today with the flood of misbranding and truth in fabric bills that are pending in Washington. There are between twelve and sixteen bills pending in Congress to make that custom a crime.

Cannot you see the wisdom at the beginning of not going into the practice? If you have gone into it, get out of it before you bring about that of which you complain so much—government in business.

Government is not in business because government wants to get in. I do not know of a single man in the government service who gets any real delight or any real joy out of interfering with business. There isn't any. I would very much rather (as I know all of my associates

would) deal with men on the basis of friendship and on the basis of equality, but when there comes out of the public a cry and a demand for a change in methods of selling, then that change will come. It either comes through the action of such a group as this, putting their own purposes into effect by their own action, or else the remedy comes by the application of some exterior agency, and that means a continuance of government in business.

The great value of a trade association carried into operation, made effective, means accomplishing just that result you want, government out of business, because in such a group as this you can assume your own responsibilities, and in such a meeting as this you can crystallize your ideals, you can get a group consciousness that would be impossible with individuals acting separately. You can take these practices apart and study them impersonally, analyze them and see what the result of them is going to be, and you, yourselves, can put into operation corrective agencies which will mould your businesses into what you want them to be. You, yourselves are the guiding and directing force, if you will assume the responsibility. This responsibility is something that cannot It is not as though an individual can stand be dodged. He cannot. We are in constant contact with all of our fellows; we set up an agency to express the common ideals which we call government. If men out of their own consciences do not create the rules of conduct which go to make the movements of organized society harmonious and just, then that group consciousness creates that idea for itself and applies to its constituted agencies to make the idea effective.

#### Justice and the Fair Deal an Idealism

That idea is constantly with us. I find it stated in the Declaration of Independence; I find it burning in the heart of every man in business or out of business, Justice, the Fair Deal, the relationship of man with men in such a way that no one takes advantage of another, and that as the principles which all use conduce to individual good they conduce to the common good.

That ideal changes in form, the words are different, but the ideal is dynamic—it goes marching on. It always demands realization, and it demands that realization from each individual. There is no possibility of your passing that responsibility on to some exterior agency. It resides with you because in the last analysis, even assuming that you get an external agency such as the policeman into operation, if you are taken before a court and the court pronounces sentence or judgment, the execution of that judgment and the conduct of business in relation to that judgment comes back again to the individual. It is solely a question whether the individual will see it himself or do it himself or wait until the thing is pointed out to him by somebody else.

There was an old Roman, Marcus Aurelius, who, like King Solomon, has passed down some words of wisdom. He said: "It is as consistent with freedom to change your method when an error is pointed out as it is to persist in the error."

You do not need me, and you do not need anybody else to tell you what these things mean. There is in this group, within your own membership, within your own powers, the ability to take this system of merchandising apart and look at its parts, to see what it is going to amount to in the long run, and then of your own volition make the changes that will put your processes in the way of lowering your costs of distribution, that will put you in the way of obtaining the security that you want because you will be making your sales in a way that appeals to and obtains public confidence. As such manufacturers dealing on that basis, you will have the confidence of the distributors, you will have the confidence of the distributors, you will have the confidence of the consumers and you can and will obtain the security which you seek, by your own acts. I thank you very much.

## (Rising vote of thanks was given Mr. Gaskill.) Status of Open Demonstrators

WM. A. BRADLEY: I would like to ask Mr. Gaskill a question, if I may. Many of the members of this association depend upon their distribution and their sales plans through national advertising augmented probably by the demonstra-

tion plan. There are other members of the association who are not large enough to spend the necessary money to obtain national distribution in national advertising. Many of those concerns depend principally upon demonstration. I would like to ask what your opinion is on the open demonstration where the demonstrator is employed by the manufacturer and it is plainly stated to the consumers that such demonstrator is employed to exploit and sell the manufacturer's products. In other words, the manufacturer has cooperated with the merchant in furnishing the demonstrator and expects the demonstrator to exploit his goods but not to speak disparagingly about the goods of any other competitor.

Mr. Gaskill: There is a perfectly legitimate place beyond a doubt for the open demonstrator. I think the practice began with the advent of machinery in the kitchen. When such machines as the vacuum cleaner, washing machine and certain other devices of similar character began to appear before the public, the necessity for expert demonstrations to the public became acute. That probably was the forerunner of demonstrations of commodities such as yours. There is a perfectly proper place for demonstrations, and that is where the article which is being sold must be used in such a way that the best results will be accomplished by its proper use and that without the proper instructions for its use, the public is apt to go wrong. That is quite as true of the washing machine or sweeper as it is of some of the preparations which you gentlemen make.

For instance, the people who manufacture woolen yam give instructions in the processes of knitting various patterns. It is entirely proper, for instance, for the manufacturers of Mah Jong sets to give demonstrations as to how the game is played. There is no possible objection to that sort of thing on any score, provided it is done in such a way that the public knows that they are dealing not with a salesman who is supposed to be disinterested and impartial and to give expert advice, but know they are dealing with a particular manufacturer and have no reason to expect from that manufacturer a recommendation of any other goods.

We have been dealing recently with a case in which there was an anonymous disparagement of a competing product. For the sake of argument we will say it was like coffee, and you are familiar with the old fight as to whether coffee is or is not injurious. Well, the Federal Trade Commission was not constituted for the purpose of making any ultimate guess on any such subject as that, consequently we have taken the position that where there is a dispute which lies in expert opinion, a criticism of that product or a disparagement which is made openly and over the name of the person making it, so the public can judge of the merits of the criticism and so that the owners of the article criticised can have the proper action, if they have an action against the person making the criticism, then there is no objection whatever to that disparage-But if that disparagement is made anonymously, as it was in this particular case I have in mind, where text books and seemingly disinterested contributions to science by university professors and testimonials by doctors and so forth which were not genuine and were circulated as news articles and propaganda and editorials without identification, the Commission has ruled that that anonymous disparagement is unfair both to competitor and to the purchasing public.

#### Legitimate Uses for Open Demonstrators

Now, in your particular case, continued Mr. Gaskill, in the question you cite, it seems to me quite the same, that there should be an openly disclosed responsibility of the manufacturer for his demonstrator where the article requires something in the nature of an exposition of method of treatment where the service of the demonstrator is necessary to properly present the merits or the method of use. Where the hidden demonstrator is merely an agent for the pushing of something which does not require the exposition of methods in order to get proper results, then it seems to me that the method has been extended beyond its legitimate phase and has become merely a subsidized purchase of sales power.

A manufacturer of pyroxylin was in my office the other day questioning this practice very seriously. He said that the situation had reached a point where his company, much as they objected to it, would be obliged to pay the storekeepers the salaries of demonstrators to sell their celluloid

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goods in order to get the material sold in the stores at all. Now, clearly, there is no necessity for any explanation of method of use in the sale of a comb or a mirror or any of those articles made from that product. That is a mistaken use of the demonstrator, and is a mere purchase of a selling power as distinguished from the demonstration of a material or commodity which needs accurate explanation of the method of use in order that the merits may be properly realized by the customers.

QUESTION: Is there any justification for a hidden demonstrator?

Mr. GASKILL: None whatever.

MR. PFEIFFER: How would you identify or how would

you define a hidden demonstrator?

MR. GASKILL: A person whose interest in a particular commodity has been influenced without the knowledge of the purchasing public which comes in contact with that sales

#### Putting Badges on the Saleswomen

Mr. Pfeiffer: Would putting a badge on that saleswoman change that demonstrator from a hidden demonstrator to

an open demonstrator?

MR. GASKILL: That would depend, I should think, upon the legend on the badge and the intelligence of the purchaser. The mere use of a name on the badge might not be sufficient. If instead of the mere name there was the statement that "This person is a representative of So and So," I think that would be entirely within the proper identification. I see in the drug stores in Washington (I do not know whether it is common elsewhere or not) that the manufacturers of a very popular drink furnish white jackets to clerks who serve behind the counters, and on the lapel of the jacket is the word "Coca Cola." That does not mean that the sales clerk is in the employ of the Coca Cola Company necessarily—it may mean that or it may mean merely that the Coca Cola Company has furnished the

If the demonstrator or representative is labeled—"This person is the representative of So and So"—then you have gotten out of the field of doubt which has already been created by an advertising practice of putting a name of a commodity upon an article worn by a sales person where the person is not in fact a demonstrator.

Mr. Pfeiffer: Would the word "representing" and the

firm name is sufficient?

Mr. GASKILL: Unquestionably.
Mr. Pfelffer: I do not know whether you are acquainted with our particular situation, but our particular demonstrators, as they are called, come in your class of hidden demonstrators in that only a few articles which they sell require instructions for use. I think that is true of nearly all of our members. Such articles as perfume, toilet water, talcum powder, creams-there might be some need for giving instructions regarding creams—but on the whole I think it is safe to say that ninety per cent of the products sold by saleswomen who are demonstrators do not require any instructions for use. As I take it, they would be classed as hidden demonstrators unless they were identified. On the other hand, these saleswomen are surrounded by a large assortment of their particular firm's products, and the public with a little bit of perception might reach the conclusion that they are demonstrating and selling these particular products.

#### Cannot Assume Too Much of Public

Mr. Gaskill: I question whether you do not assume too much on the part of the public. The store owner puts the name of the firm over the store, he puts the name in his advertisements and the public attaches ownership of that store to that firm name. The public has not yet been educated to the idea that there may be independent establishments in that store for which the store owner is not respective.

The public is used to seeing special exhibits of washing machines or vacuum cleaners with the name of the particular manufacturer above that section of the store. Whether they disassociate that from the ownership of the store or not, I do not know, but the mere fact that you would find a certain store a sales person surrounded with commodities of a particular make would not, I think, give rise to

any belief in the mind of the purchaser that the sales person represented the manufacturer of those products.

Mr. Pfeiffer: The demonstrator in our industry is quite MR. PFEIFER: The demonstrator in our industry is quite a factor in the sales policy of many firms. Naturally, they do not welcome surrendering it when they have used it for several years. I think it is not too much to say that some concerns have built up their business from inception through demonstrations. I think practically all of the members of our association recognize that there are chances of evil, especially through the hidden demonstrator, and I think we can say, in view of your definition that practically all demonstrators fall under the class of hidden demon-

If the placing of a badge on the women that are in the store, showing that they are representatives of such and such a firm, would take them out of the class of hidden demonstrators to open demonstrators, and if that would solve the proposition so far as the hidden demonstrator is concerned, leaving only the question of misstatements to combat on the part of the demonstrators, that would be a

great help in this proposition.

MR. GASKILL: That would solve one phase of it.

MR. PFEIFFER: I was quite impressed with your talk on that point, and the reaction I had was that it was not very forceful to the men who were successful in demonstrations. Mr. Bradley: I would like to say that it was not very forceful as applied to the smaller manufacturers who could

or afford to advertise nationally.

Mr. Gaskill: What I have to offer is not a final dictum, but it is the reasoning that runs up to it. If the reasoning appeals to you, all right; if the reasoning does

not appeal to you, all right.

Mr. PFEIFFER: What we want to do is the right thing between ourselves and to the Government and the public. That is the purpose of our efforts. Of course, we have different roads for carrying it out.

MR. GASKILL: We are all acquainted with this fact, that in the changing state of mind through which society goes, practices legitimate in their inception, unquestioned in their use, upon which many businesses have been based, come ulti-

use, upon which many businesses have been based, come ultimately to a point where they no longer square with the public conscience and are cast out. That was true in the underwear trade. (Mr. Gaskill related the facts.)

Secretary Baker: If the members of this association should go on record, should pledge themselves to identify their demonstrators, do you think that such an agreement would be objectionable to the Federal Trade Commission?

MR. GASKILL: I cannot conceive how there could be any opposition or any objection to an agreement like that or how it could be questioned in any way. I think it would merit from everybody a round of applause.

#### HOW RESEARCH SAVED A NEW PRODUCT

This incident in an interview with John E. Teeple, president of the New York Chemists' Club, by August Belden, in *Printers' Ink*, shows what intelligent research may do

in the marketing of new toiletry products:

A well-known manufacturer in the North recently gave
a new talcum powder to the world. The powder had been developed with great care and had been pronounced good by the members of the firm. But just before it was to be launched by a flare of advertising trumpets someone sug-gested that the public should be the one to make the verdict of good or bad. Investigators were placed behind toilet goods counters of many drug stores and told to get the opinions of customers. The verdict was not good. The odor was repellent to milady's nose and the powder did not It went back to the laboratory and the formula was changed again, and again it was presented to the buying public. This time it pleased and stood high in the ranks of accepted powders. The advertising trumpets now blared with success. It would be difficult to estimate the money that was saved by the introduction of intelligent research.

#### Willing to Pay \$10 for The Perfumer

(Daniel F. Nealon, Decorah, Iowa.)

Your magazine is fine and I wouldn't be without it if it cost \$10 per year instead of \$2.

#### FRENCH EXPOSITION IN NEW YORK A BIG SUCCESS

Complete success marked the First French Exposition in the United States, in Grand Central Palace, New York City, April 22 to May 3. The exposition was held under the joint auspices of the Franco-American Board of Commerce and Industry of New York and La Chambre de Commerce Française de New York. At the formal opening Ambassador Jules J. Jusserand, voiced the greetings of President Millerand and Premier Poincaré of France.

The purpose of the exposition, which had the support of the French government, was to demonstrate to American buyers the character of French made products, ranging from glassware to garments, and from perfume to beverages. It was evident that each exhibitor went to considerable expense to fit up an attractive booth, for antique furniture, old tapestries and costly paintings were to be observed. Many of the manufacturers reproduced their home offices or salons in miniature and notes of attractiveness were seen in the period costumes worn by the young French

There were about fifteen exhibitors of perfumes and toilet preparations, all of whom reported that they were well satisfied with the results of the exposition. The chief exhibits of interest to our readers were as follows:

Arthur Alexandre, New York City.-Imported animated advertising figures were displayed by Mr. Alexandre, who is well known to the American manufacturing trade.

Boue Soeurs, Paris, France.—New packages for extracts, in 2, 3 and 6 ounce sizes, adorned with artificial flowers, created much interest. Other distinctive packages were made in the form of an eighteenth-century gown. The company was represented by Leo V. Newman and Bishara Nahas.

A. Bourjois & Co., Paris, France.—Booklets, entitled "What Every Woman Does Not Know," were distributed at this booth. Among the new products shown were Manon Lescaut talcum, in cans, and Ashes of Roses, toilet water. The company was represented by B. G. Douglas.

Capes-Viscose, Inc., New York City.—Numerous styles and shapes of bottles capped by Capes-Viscose were on display. The varied effects which may be had by the caps in either transparent or opaque styles were appropriately emphasized. A bottle of vinegar which retails for 5c., on which caps are used, was shown to emphasize the claim of economy for this cap. Representatives were H. S. Fisher, Joseph A. Brohel and Herbert Walthor.

Caron Corp., New York City.—Among the new products shown by this company were Nuit de Noel extracts offered in jet black bottles. The company also displayed sets containing extract and powder in the Tabac Blond odor. The booth resembled a bower of roses, and the lighting was

booth resembled a bower of roses, and the lighting was very effective. The company was represented by Frank N. Carpenter and Edward Cournand. Ernest Daltroff, proprietor of Parfums Caron, Paris France, who happened to be in the United States, was a visitor at the booth.

Coty, Inc., Paris, France.—This exhibition was a replica of the Coty Salons in Paris. Representative numbers from the Coty line of extracts, toilet waters and other toilet preparations were displayed. Representatives were B. E. Levy, C. V. Cheesman, Jack Reiss, Walter Newburgh, H. I. Cheesman, Jack Reiss, Walter Newburgh, H. J. Eagan and H. L. Brooks.

Eagan and H. L. Brooks.

Fioret. Inc., Paris, France.—Dainty samples of the extracts offered by this company were distributed to visitors at the booth by P. M. Bentayou.

E. Fougera & Co., New York City.—A French drug store of 1849 was reproduced by this company, with three thousand French preparations on display. The representatives were M. M. Sterling, F. W. Baker and John V.

Gueldy Paris, France.-Extracts from this company's line were featured, including La Triomph du Gueldy in attractive L. Givaudan & Co., Geneva, Switzerland (George Lueders & Co., New York, American representatives.)—Among the popular synthetics shown by this company were Lilac Flower VII, Cyclamen, Musk Xylol, and Dimethyl Hydroquinone, which is an odor between coumarin and paracresol, The specialties in the line were explained by Ph. Chalever.

Guerlain (Park & Tilford), New York City.—A duplicate of the Paris store of Guerlain gave a good idea to the visitors of the antiquity of this house. The antique furvisitors of the antiquity of this house. The antique furnishings were brought from Paris especially for this purpose. The only new products shown was toilet water in 8-ounce sizes and liquid brilliantine. A decidedly French atmosphere was given to the setting by two young ladies dressed in eighteenth-century costumes: the Misses Mary Healey and Peggy Nolan, William W. McClenaghan represented the company resented the company.

Houbigant, Paris, France.-A new 2-inch single vanity. with a cellulose covering to keep the puff and compact immaculate before using, was on view, and Subtilite, a new odor, was shown in 2-ounce packages, resembling Buddha. The representatives were E. G. S. Davis, Henry Etsch, William J. Hoffman and W. Philip Hoffman.

Les Parfumeries Gabilla, Paris, France.—Popular products from this company's line were shown. The novel glassware used was particularly noticeable.

Parfumerie Ed Pinaud, Paris, France.—The Paris salon

of this company was reproduced, and Louis Brummond and J. Kirby Post greeted visitors. The new Elixer Shampoo

and a new lilac talc were shown.

Parfumerie Rigand, Paris, France.—Two booths were used by this company to display its various products. Mary Garden toilet preparations were shown, as well as products packed in France exclusively. Representatives were Irvin Zeluff, Raymond Rouy, and Misses Raymonde Roche and

Parfums D'Orsay, Paris, France.—An entirely new proda strawberry cream cleansing bleach which retails in \$1.50 packages, was displayed. In addition to leading numbers from a complete line, the specialties which attracted attention were a block crystal container with five odors which is retailed for \$50. A black gem glass container with Aubusson tapestries, said to be between 300 and 500 years old, were a part of the decorations. The company was represented by Roy Lersner.

L. T. Piver, Paris, France.—In celebration of the 150th anniversary of the House of L. T. Piver, J. J. Murphy, who represented the company, assisted by Miss Irene Schwartz and Miss Anna Halterman, dressed in period costumes, welcomed visitors in a booth which represented the Paris salon of the company. Among the new things shown were Misti, a new odor in extracts in a new package, holiday sets, and a match box case for perfume.

Roger & Gallet, Paris, France.-A new bouquet odor, Le Jade, which is offered in extracts, toilet waters and sachets, was displayed. Other products were also offered in various size containers ranging down to half ounce vials. Representatives were Paul Depland, Mathews Jordan and Maurice Ledauphin.

Alfred H. Smith & Co., New York City.—Among the exhibits was a new powder of an ochre shade for use during the summer, the shade being also offered in talcum. In addition to the full line of Kerkoff products in the Djer Kiss odor, a new size compact 134 inches wide was shown. Miss Helen Morrison Smith, daughter of Arthur Smith, manager of the company, and Miss Virginia White looked charming of the company, and Miss Virginia Willie Boked Challing
in Louis XV gowns, and lent an atmosphere of quant
interest to the exhibit. Representatives were John Vogler,
Arthur Smith and Leo O'Connell.

The organization committee of New York was composed
the organization committee of New York was composed.

of Albert Blum, president; Emile Utard, vice-president; Pierre C. Cartier, vice-president; Lucien Jouvaud, treasurer; Théodore Seltzer, secretary; Armand Siéper, A. assistant secretary; Emile Garden, official exposition delegate at Paris

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Principal Perfumery and Toiletry Displays at French Exposition

1. Fioret; 2, A. Bourjois & Co.; 3, Alfred H. Smith & Co.; 4, D'Orsay; 5, Piver (Charles Baez); 6, Houbigant; 7, Rigaud; 8, Caron; 9, Ed Pinaud; 10, Coty; 11, Gueldy.

#### BABSON: "WHAT ARE WE GOING TO DO ABOUT IT?"

Efficiency of Sales and Advertising Efforts Must Be Kept Up; Overhead Really Can Be a Curse; Everybody Should Be Good to Every Salesman

Roger W. Babson, the noted statistical and trade expert, in his current outlook, gives the following survey of business conditions, based upon thorough investigation and careful observation of the field:

"During the past two months I have had a splendid opportunity of meeting the business men of this country. Of course they all cry 'over-production.' They say there is too much wheat, too much leather, too much oil, too much fertilizer, too much sugar and too much of almost everything else. This makes buyers fear declining prices which in turn retards buying and makes the situation really worse than it should be. Hence, although the auto manufacturers, certain lumber people and many other lines are insisting that business is 'great,' yet the figures now appearing show that the very conditions exist which, much to the dislike of these people, we forecast last June.

#### Kill the Overhead, Encourage Salesmen

"However, I don't blame these interests for abusing me. If, like them, I had been loaded up with materials and merchandise, I would have criticized Babson. However, that's all over now. Conditions are coming about exactly as we indicated and we have all forgiven one another. Now that we agree that there is overproduction in many lines, what are we going to do about it? The one thing which we should not do is to reduce the efficiency of our advertising and sales efforts. Cut 'overhead' all you want to.

"Overhead is the curse of modern business, especially big business. It is the only known thing which lives forever until killed. Hence, to get rid of it you must kill it, however heartrending the process may be. But our sales force is of an entirely different nature.

"Salesmen thrive on success and naturally die as soon as business falls off. So I say—reduce the overhead, but encourage the sales organization. Moreover, I have in mind the great sales organizations of the nation as a whole and not just your own. This means that we can help business by saying a kind word and giving encouragement to the other fellows' salesmen who call upon us. Let us begin at once to do this. Get after the 'buyers' with whom we deal, say what we want to about the production men; but let us be good to every salesman, whether he is our own or some one else's.

#### Would End Pullmans and Branch Offices

"But sales and advertising must become very much more efficient if they are to function. Sales managers must wake up and realize their responsibilities. Salesmen must get back again to work. The average salesman has not worked during the last few years. He has been largely an order taker. Probably four-fifths of the orders which you got during these boom years would have come anyway, even if you had had no salesmen. This, however, will not be true during the next few years. The sales and advertising men of this country can save the situation only by hard work.

"This means that salesmen must make more calls per day, that sales managers must do some selling themselves and that all should fight without getting discouraged. It means that the salesmen should go back again to the day coach, giving up Pullman seats. It means that they should again go to the travelling man's hotel instead of to the best and most expensive. It means that they should reduce expenses as well as increase sales efforts.

"I sometimes wonder whether it is good to give salesmen any office space. My cousin says 'a good desk will spoil a good salesman.' There is much in this. Statistics clearly show that branch offices are a drain on most businesses, and if three-quarters of them were shut up today the business of the country (with the exception of office building real estate) would increase with a bound. Why? Because it would keep the salesmen at work and out-of-doors. Supply them leads, but make them report on every call. Check up each man's work each day as a railroad audits its return tickets. Continue to advertise; but select the time.

"We are likely to blame conditions upon everyone else but ourselves. Employers blame the unions, wage workers blame the bankers, shippers blame the railroads, and the railroads blame Congress—so it goes. It is probably true that the fundamental difficulty today is that almost no one wants to work. Too many want to live in apartments, get along without children, live out of tin cans, and spend their time driving a 'flivver' or attending the movies. Time spent otherwise they consider wasted. But what's the use of kicking about these conditions? The important thing is to do something constructive. My suggestion is that for the next twelve months we give our undivided attention to increasing the nation's distribution efficiency.

#### General Tendency of Prices Is Downward

"Business men and investors are right in giving close attention to the trend of commodity prices. They are a most sensitive indicator of business conditions. In studying the price records, however, one should constantly bear in mind that it is not so much the relative level of prices, but the rate at which they are moving, is important.

"As we have pointed out in previous letters many economists are convinced that the general tendency of commodity prices over the next ten to awenty years is likely to be downward, except for temporary periods of advance during areas of overexpansion. At first thought this seems like a very gloomy forecast, but Professor Fisher suggests that if the movement is gradual and uniform it need not cause a loss in the volume of business. Policies can be adjusted to the new conditions and the physical volume of business can continue to grow as the country grows.

"It must be realized, of course, that in such times certain changes must be made in the way of doing business. For one thing merchants and manufacturers must aim at more adequate profits in order to offset inventory depreciation which now attacks many as a new item of expense. Unless this new factor can be overcome then smaller earnings should be expected. Continued caution should be exercised regarding credits and collections.

"As to the outlook during the coming months, the price situation is likely to be very much confused. As far as the average level of all prices is concerned fundamental conditions do not point to any radical change."

#### CONGRESS DELAYS BILLS: TARIFF SECRETS SAFE

Court Upholds Tariff Board in Protecting the Firms That Give It Facts; Vindication for the American Can Co.; Slump in Synthetic Dye Imports

Washington, D. C., May 17.—Unless unexpected difficulties develop, Congress will adjourn early in June and will not reconvene until the regular session in December.

The tax bill, after being passed by the Senate, is in conference and is involved in much controversy. There are many who believe that the bill in its final form will be so unsatisfactory that President Coolidge will veto it, and that Congress then will content itself by adopting an emergency resolution providing a 25 per cent reduction in individual income taxes for income of the calendar years 1923-24 and until such time as further legislation is enacted. There are others, however, who think that the most radical features of the bill will be eliminated in conference and that the President will feel compelled to sign the bill, although he will regard it as a very unsatisfactory measure.

#### Price Maintenance Bills Shelved

No action on the price maintenance bills is in prospect before adjournment of Congress. Advocates of these bills have been pressing for a hearing before the House committee on interstate and foreign commerce, but that committee has kept itself so busy with hearings on truth-in-fabric and misbranding bills that up to this time it has not reached the price maintenance bills as expected. Even if the committee considers the price maintenance bills and reports them to the House before adjournment there seems no prospect of action before next winter. With only a short session next winter prospects for the enactment of legislation before final adjournment on March 4, 1925, do not look bright.

adjournment on March 4, 1925, do not look bright.

President Coolidge has issued his second proclamation increasing duties under the flexible tariff, the first being in the case of wheat and flour, and further action in the case of other commodities is in prospect in the near future. Sodium nitrite duty was increased on order of the President from three cents to four and one-half cents per pound. It was held by the President that an investigation by the Tariff Commission showed that the maximum increase in duty was justified as a means of equalizing the difference in cost of production of sodium nitrite between the United States and Norway.

The District of Columbia Supreme Court in its decision in the sodium nitrite case failed to take into consideration the question of constitutionality of the flexible tariff.

#### Important Ruling on Trade Secrets

Justice Siddons upheld the Tariff Commission's contention that it was forbidden by law to divulge confidential information obtained from parties to a proceeding under the flexible provisions of the tariff act. He ruled that the commission is exclusively an investigating and fact-finding body and that the results of its investigations are primarily for the use of the President, Congress and the committees of Congress.

Justice Siddons held that there was no property right, in the usual sense of the term, in an existing tariff duty which was at all times subject to the will of Congress, which may even place the article in question on the free list. He further held that "trade secrets" would include cost of production figures. Costs of production may vary, according to the court's opinion, in proportion to the skill of individual manufacturers, and a manufacturer whose skill has lowered his costs of production under those of an adversary has an advantage which, in fairness, he may be said to have earned and which should be concealed from his competitors.

The Tariff Commission has issued preliminary figures

The Tariff Commission has issued preliminary figures showing the domestic production of coal tar dyes in 1923. The figures indicate an output of about \$2,000,000 pounds in 1923, with a value of about \$50,000,000. This is a record output in the history of the industry.

#### American Can Co. Wins Trade Board Case

Dismissal of its complaint against the American Can Co. is announced by the Federal Trade Commission. The complaint alleged discrimination in price and tying contracts in violation of the Clayton act and unfair methods of competition contrary to the Federal Trade Commission Act.

violation of the Clayton act and unfair methods of competition contrary to the Federal Trade Commission Act.

The complaint was issued in May, 1918, and was the subject of extended hearings. It was claimed that the company, the largest producer in the United States of tin cans, had discriminated in price between different purchasers; that it had made contracts for the sale of goods, machinery, etc., and fixed prices or discounted and granted rebates on condition that purchasers were given more favorable terms, than others and that a variance in practice was followed with regard to storing of cans purchased. It also was alleged that the company had favored some purchasers against others by granting rebates in prices under those at which contracts were closed when the market went down.

Every one of the charges was dismissed.

The American Can Co. has paid the Government about \$3,900,000 for Federal back taxes. This amount was deducted from the earnings of the previous years and is shown as a contingent liability in the company's annual statements. It will have no bearing on the 1924 earnings of the company. It is expected that the company will bring suit in the Court of Claims for recovery.

#### Decrease in Synthetic Aromatic Imports

The monthly tabulation of the chemical division of the Bureau of Foreign and Domestic Commerce and the chemical division of the Tariff Commission for imports of coal tar products through the port of New York shows that imports of synthetic aromatic chemicals for April amounted to 3,228 pounds, valued at \$5,058. This was a decrease from the March total of 4,145 pounds, valued at \$8,182.

The tabulation of imports of synthetic aromatic chemicals of coal tar origin follows, the invoice value not being given as in previous reports:

as in previous reports.		
Name of Chemical	Quantity (Pounds)	
Acetophenone	120	France, 92% Holland, 8%
Amyl salicylate	10	England, 100%
Benzyl acetate	713	Germany, 56% France, 44%
Benzyl alcohol	60	Holland, 100% Switzerland, 74%
Benzyl benzoate	748	Germany, 26%
Benzylidene acetone	33 22	France, 100% France, 100%
Crataegon	200	Germany, 100% France, 100%
Ethyl cinnamate	24	France, 92% Holland, 8%
Heliotropine	13 50	France, 100%
Hyacinth compound	7	Holland, 100% France, 100%
Jacinthe absolute	100	Switzerland, 100% France, 100%
Methyl anthranilate	200 110	Switzerland, 100%
Musk ketone	25	Holland, 100% Canada, 100%
Musk xylene	10	Canada, 100% Switzerland, 49%
Phenylethyl alcohol	411	France, 40% Holland, 11%
Phenylethyl alcohol ex. G		France, 100%
Phenylethyl butyrate Phthalic ether (or ester)	275	Holland, 100% Switzerland, 100%
Yara yara (b-Naphthol methyl ether)	3 25	Switzerland, 100% France, 100%

#### Exports of Essential Oils and Perfumery

A summary of exports of chemical and allied products during the first quarter of 1924 by the chemical division of the Bureau of Foreign and Domestic Commerce shows that exports of essential oils showed the largest expansion with an advance of 47 per cent. Toilet preparations declined four per cent.

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#### IMPORTANT TARIFF DECISION ON PERFUME IMPORTS

Customs Appeals Court Rules on Various Phases of Basis of Valuation; Roger & Gallet Lose Protest Made Against Present Assessment Methods

WASHINGTON, D. C., May 17.—The United States Court of Customs Appeals has affirmed a ruling of the Board of General Appraisers in the case of Roger & Gallet against the United States in connection with the method of valuation of certain imported perfumes. Roger & Gallet had protested against the assessment of duty by the collector of customs at New York, which protest attacked the validity and the method of reappraisement proceedings and the method of finding value thereunder. The collector, the single General Appraiser, and the Board of General Appraisers included as a part of the market value of certain perfumes imported, a tax assessed by the French government upon the alcohol used in the manufacture of the perfume. The testimony in the case showed that an internal revenue tax of ten francs per liter is levied upon the alcohol contained in perfumery sold and consumed in France, but that it is not paid if the merchandise is exported. In this particular case the ad valorem duty was assessed upon the basis of the value found by the Board of General Appraisers to be the home market value.

"It seems that one of the contentions of the importers before the board was that a certain amount of the proceeds of the French tax was allotted to and expended by the community in which the goods were consumed, and that it was therefore a local tax and should not have been included under the ruling in United States v. Godillot (139 Fed. 1; T. D. 26272)," said the court in its decision. "The board found against the importers in this contention, and clearly distinguished the taxes in question from the kind of taxes under consideration in the case of Godillot, supra. The board was clearly right on this point, and the question was not pressed by the importers before this court. The Board of General Appraisers held that the ruling in the case of Passavant v. United States (18 Sup. Ct. Rep. 219; 169 U. S. 16) is controlling, and that the French internal revenue tax was properly included in dutiable value. The importers attempt to distinguish the case at issue from the Passavant case, supra, by calling attention to the fact that the act of 1890 was being construed by the court in that case, and that dutiable value was there defined as:

"The actual value or wholesale price of such merchandise as bought and sold in usual wholesale quantities at the time of exportation to the United States in the principal markets of the country from whence imported, and in the condition in which such merchandise is there bought and sold for exportation to the United States, or consigned to the United States for sale, including the value of all cartons, etc."

while in the act of 1913, market value is defined as follows:

"That such actual market value shall be held to be
the price at which such merchandise is freely offered
for sale to all purchasers in said markets in the usual
wholesale quantities, and the price which the seller, shipper or owner would have received and was willing to
receive for such merchandise when sold in the ordinary
course of trade in the usual wholesale quantities, including the value of all cartons, \* \* \* \* and all other
costs, charges, and expenses incident to placing the merchandise in condition, packed ready for shipment to the

"They point out that the words in the latter act, 'would have received and was willing to receive for such merchandise,' must compel the construction that the market value as there defined clearly does not include the tax. We cannot arrive at the conclusion desired by the importers without ignoring the ruling in the Passavant case. In our opinion, the very able counsel of the importers, in attempting to

United States.

argue around the Passavant case only succeeds in emphasizing the fact that the issues now before the court are clearly settled by it, and it would seem to us that the importers' position squarely challenges the correctness of the Passavant case which has been the controlling case in this line of decisions for more than a quarter of a century. Adroit and clever arguments, quite appealing in their force, may be made to the effect that the court arrived at the wrong conclusion in the Passavant case, but we regard it as well settled law, and in view of the long and consistent administrative and judicial acquiescence in its terms, we are not disposed to question its correctness.

"The tax accrued to the French government when the alcohol went into the manufactured article and became a part of the value of the article in the home market.

"The Board of General Appraisers in the Rheinstrom case (T. D. 20761; G. A. 4368) had under consideration almost the identical question at hand. There, following the Passavant case, the board held that the general internal revenue tax assessed by the government of France upon all alcohol consumed in France, was properly a part of the market value of white cherries imported from Bordeaux, France, which were preserved in spirits containing ten per cent of alcohol. There the court said:

"We think the action of the appraiser was correct in adding the amount of general internal revenue tax on alcohol, represented by the item of 156.25 franes per hectoliter. This was a general revenue tax prevailing throughout France and levied upon all alcohol sold for consumption in any of the markets of that country, and is shown to have been remitted on all alcohol exported from that country, whether contained in fruits or otherwise. It was certainly analogous to the so-called German duty, or bonification tax, passed on by the Supreme Court in Passavant's case (18 Sup. Ct. Rep. 219) and board decision in re Passavant (G. A. 4074). The appraiser proceeded upon no wrong principle in adding the amount of this tax as a part of the dutiable value of the merchandise in the markets of France.'

"Sternfeld v. United States (12 Ct. Cust. Appls.; T. D. 40065) and J. D. Nordlinger (T. D. 18950; G. A. 4075) were cases involving the question as to whether an export tax levied by the country from which the goods were exported to the United States was properly included in appraisement proceedings as an item of value upon which to levy duty. It was there held on the authority of the Passavant case that they should not be included, and these cases we think may be properly cited in support of the conclusions arrived at by the court in this case.

sions arrived at by the court in this case.

"The judgment of the Board of General Appraisers is affirmed."

#### Foreign Toilet Products Made in France

Consul A. M. Thackara, Paris, reports relative to the production of toilet preparations in France as follows:

"France is probably the greatest producer of toilet preparations in the whole world and supplies large quantities to the American market. This fact, however, does not entirely preclude imports of certain classes of good from other countries, more particularly for the use of foreign residents in the country. Many foreign brands of toilet preparations are manufactured in France under license in order to avoid the import duty and other incidental expenses."

#### Hard to See the Wrong Side.

It seems to be easier for some merchants to see how their competitors are doing things wrong than to see how they are themselves doing them wrong.—Confectioners' Journal

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#### INDUSTRIAL ALCOHOL FOES MAKING HARD FIGHT

Cramton Bill Advocates Push It With Unsatisfactory Amendment; War Tax Appeal Abandoned; Rule on Imports; Firm Asks Court Relief

WASHINGTON, D. C., May 17.-The Cram.on bill, creating an independent prohibition bureau in the Treasury Department separate from the Internal Revenue Bureau, has been reported with modifications from the House Judiciary Committee. As modified, the bill provides for a division of industrial alcohol and chemistry in the Prohibition Bureau, headed by an official appointed by the Secretary of the Treasury, at a salary of \$7,500 a year. This modification is called a step toward the plan proposed by users of industrial alcohol, but is not at all satisfactory to them.

The bill is now on the House calendar, with its advocates seeking to obtain action during the closing weeks of the session. The fight on the measure is now centering in the House Committee on Rules, which has control over the issuance of special rules to insure action on legislation on the floor of the House.

#### Foes of Cramton Bill Make Strong Fight

Without a special rule, there will be no chance for action on the Cramton bill before Congress adjourns early in June. Opponents of the Cramton bill are bombarding members of the rules committee with protests against the bill, and it is considered very doubtful if a special rule is reported.

It is recognized that if the Cramton bill is called up in the House it will be passed, inasmuch as the drys are solidly behind it. Opponents of the bill, however, believe that the bill will not become law during this Congress, which ends March 4, 1925. Their theory is that even if the bill is passed by the House in this session there will not be time for action in the Senate Judiciary Committee before adjournment. The bill would remain in the hands of the Senate Judiciary Committee over the adjournment period and would be taken up when Congress reconvenes next December.

If the bill is reported to the Senate some time in January or February of next year, it is believed that it will be an easy matter for half a dozen opponents to prevent action on the floor of the Senate. With Congress ending on March 4, 1925, at which time all bills unacted upon are swept from the calendars, it is a comparatively simple matter for a few Senators to serve notice that a bill cannot be passed. With threats of a filibuster against it, the leaders in all probability would promptly sidetrack it and turn their attention to other legislation.

#### Industrial Alcohol Users Rebuffed

The House Judiciary Committee rejected the suggested amendments offered by industrial alcohol users. amendments provided that the administration of industrial alcohol should be left in the hands of the Internal Revenue Bureau, only the enforcement of prohibition of the beverage use of alcohol and intoxicants being transferred to the proposed prohibition bureau. The users of industrial alcohol have wanted to be entirely free from the domination of the prohibition commissioner.

While the amendments adopted by the Judiciary Commit-tee to the Cramton bill give the administration of industrial alcohol a somewhat separate status, the head of the proposed industrial alcohol division would remain subject to the au-thority of the prohibition commissioner. Under the amendment approved by the committee the in-

dustrial alcohol and chemical divisions of the prohibition bureau would administer the control of both pure and de-natured alcohol for all non-beverage purposes.

The text of the amendment providing for the new division is as follows:

"To better effectuate the provisions of section 13, Title III, of this act, there shall also be in said bureau a division of industrial alcohol and chemistry, the chief of which shall be a graduate chemist and a person of knowledge and experience in the manufacture, distribu-tion, and industrial uses of ethyl and denatured alcohol, who shall be appointed by the Secretary of the Treasury and receive a salary of not more than \$7,500 per annum. Such division of industrial alcohol and chemistry shall administer the manufacture, distribution, sale, and use of ethyl and denatured alcohol for all non-beverage purposes in such manner as to insure an ample supply and promote the use thereof in scientific research and the

Chairman Graham is a wet and is not in sympathy with a majority of the committee on prohibition matters. Something like two-thirds of the committee, however, are subject to the influence of the Anti-Saloon League, and the committee report as presented by Mr. Graham reflects the majority

development of lawful industry.

. In spite of repeated efforts to obtain the support of the administration to the movement against the Cramton bill, such efforts seem to have failed. Secretary of the Treasury Mellon remains on record as favoring the Cramton bill, and Assistant Secretary of the Treasury Moss and officials of the prohibition unit also are on record as supporting it. The bill thus is regarded more or less as an administration measure and with the backing of the drys it is realized that it will be difficult to prevent its passage in either House if it gets to a vote.

#### Crounse Corrects Misrepresentations

A brief filed by W. L. Crounse, representing the National Wholesale Druggists' Association and the American Manufacturers of Toilet Articles, with Chairman Graham, of the Judiciary Committee, prior to its final action on the bill, accuses J. J. Britt, counsel of the prohibition unit, of misstating the position of opponents of the bill. In this brief,

Mr. Crounse said, in part:
"I deem it my duty to call your attention to the unqualitied misrepresentation of the record of the hearings before your committee on the Cramton bill made by Judge J. J. Britt, counsel to the prohibition commissioner, in his rebuttal brief. If this statement were merely in the form of argument it would hardly call for comment, but in view of the fact that it purports to describe the testimony given by the opponents of the Cramton bill, which it wilfully mis-represents, I feel that it should be brought promptly to the

attentions of yourself and your committee."

Mr. Crounse then quotes Judge Britt's statement and continues: "The stenographic record of the hearings before your committee contains overwhelming evidence of the absolute falsity of the statement. Witness after witness testified lute falsity of the statement. to delays in obtaining alcohol for industrial purposes, and many of them contrasted sharply the treatment accorded them by the prohibition enforcement officials with that received at the hands of the collectors of internal revenue and their deputies. In fact, it appeared to be the prime object of each witness in coming to Washington and appearing before your committee to contrast the treatment received at the hands of the officials of the prohibition unit with that accorded them by the Commissioner of Internal Revenue, the collectors and their field assistants. Obviously, if they had been prepared to testify in accordance with Judge Britt's statement, they would certainly not have taken the trouble to come to Washington and appear against the Cramton bill. "It is only necessary to cite the testimony of a single witness as indicative of the great body of testimony. John G. Paine, of the Victor Taiking Machine Company, testified that although his company consumed several hundred thousands of gallons of denatured alcohol per annum, which it procured from collectors of internal revenue, the cost of procurement, the expense of keeping records and the annoyance suffered in connection with these large withdrawals were substantially less than was the case with respect to the withdrawal of some five or six gallons of pure alcohol annually required by the company for certain special purposes for which denatured alcohol was unsuitable. Similar testimony was given by W. W. Gibson, of the Gibson-Snow Company, one of the largest wholesale drug houses in the country; by J. A. Handy, of the Larkin Company; by Richard H. Bond, chairman of the legislative committee of the Flavoring Extract Manufacturers' Association, and numerous other witnesses.

"I am sure that the members of your committee who heard the testimony will share my astonishment at this obvious attempts to mislead the committee respecting the contents of the record."

#### Fight for Reduced Alcohol Tax Abandoned

The groups which have advocated a reduction in the tax on alcohol abandoned their fight after adverse action was taken by the Senate Finance Committee No amendment was offered on the floor of the Senate for a reduction in the tax from \$2.20 to \$1.10 per proof gallon as proposed. The advocates of a reduction met defeat all along the line, the proposal having been rejected in the House Ways and Means Committee when the bill first was under consideration. An amendment was not offered in either House because of the attitude of the leaders, who took the position that while a cut in the tax was justified it was not possible to spare the amount of revenue involved.

#### U. S. P. and N. F. Products Held to Be Potable Liquors

Section 810 of alcohol regulations 60 promulgated by the Prohibition Unit and effective May 1, provides that U. S. P. and N. F. preparations, as follows, are held to be fit for beverage use:

Blackberry cordial, elixir aromatic, elixir of anise, red aromatic elixir, elixir of bitter orange, compound elixir of cardamom, elixir of licorice, aromatic elixir of glycyrrhiza, compound elixir taraxacum, elixir of terpin hydrate, spirit of ether or Hoffman's drops, compound spirits of juniper, compound spirits of myrcia, bitter tincture, aromatic tincture, tincture of sweet orange peel, tincture of caromel, tincture of ginger, compound wine of orange, wine of beef, wine of pepsin, wine of wild cherry.

It is stated officially at the prohibition permit division that compound tincture of lavender was still on the restricted list of preparations classed as fit for beverage use, March 31, but that this product, as well as compound tincture of cardomom, is taken off the list by the new regulations

#### Goes to Court to Get More Alcohol.

Atlas Chemical Solvents Corp., Inc., Brooklyn, N. Y., has begun proceedings in the Supreme Court of the District of Columbia against Secretary Mellon, Commissioner Blair, and Commissioner Haynes, for relief against an alleged arbitrary order issued by the officials cutting down their monthly withdrawal of grain alcohol to 50,000 gallons a month. The court is informed that the plaintiff uses quantities of alcohol far in excess of 50,000 gallons a month.

#### Rule on Mail Imports of Alcohol

Rules for customs agents throughout the United States covering the importation by mail of products containing alcohol, have been issued by Assistant Secretary of the Treasury Wadsworth, based on present regulations and the views of the Prohibition Commissioner, as follows:

1. The shipment of intoxicating liquors by mail is prohibited by act of March 4, 1909 (35 Stat. 1131).

2. Mail parcels containing intoxicating liquors or alcoholic preparations or compounds fit for use for beverage purposes, should be seized and forfeited. (See section 593 (b) of the Tariff act of 1922, and section 25, Title II, of the National Prohibition act.)

3. Alcoholic preparations or compounds, such as medicinal tinctures, shellacs, varnishes and other mixtures and

compounds of similar nature, including patented proprietary medicines, toilet waters, liniments, face lotions, etc., not otherwise specifically provided for, which have been rendered wholly untit for use for beverage purposes by the addition thereto of medicaments or chemicals or other modifying substances or agents, in such proportion that the alcoholic character of the liquor is practically destroyed, are taxable under paragraph 24 of schedule 1 of the tariff act of 1922, and are not subject to internal revenue tax.

4. Perfumery, including cologne, and other toilet waters, containing distilled spirits, should be treated under the provisions of paragraph 62 of the tariff act of 1922. The internal revenue tax imposed on imported perfumes by section 600 (c) of the act approved February 24, 1919, will be collected by collectors of customs and deposited with the Treasurer of the United States as internal revenue, and so reported in their accounts (T. D. 39088).

5. The provisions of the memorandum of February 28,

5. The provisions of the memorandum of February 28, 1921, and later issued as a joint departmental circular April 29, 1921, pertaining to the taking of samples of Ng Ka Py, and other alcoholic preparations or compounds, the fitness or unfitness of which for beverage purposes might be questionable, should be followed in taking samples of liquors or alcoholic preparations or compounds received through the mails or otherwise.

The circular mentioned in Item 5 included "toilet waters, flavoring extracts, hair tonics," etc., as being subject to its provisions.

#### HIGHER ALCOHOLS FROM PETROLEUM OLEFINS

In a paper under the above title, published in *Industrial & Engineering Chemistry* (October, 1923, p. 1030), W. W. Clough and Carl O. Johns, of the Standard Oil Company of New Jersey, describe the isolation and properties of a series of secondary alcohols now available commercially for the first time.

The process of "cracking" petroleum, now extensively practiced for the purpose of increasing gasoline yields, gives rise to a number of olefin gases as by-products. It has long been known that such gases may be absorbed by sulphuric acid, and that the resulting alkyl sulphuric acids are hydrolyzed by water with the formation of secondary alcohols. The discovery by Mann and Williams (U. S. Patent 1,365,043, 1921) that the first of these reactions is greatly furthered by the use of a mixture of mineral oil and sulphuric acid was an important step in the development of a practical process for manufacturing alcohols from refinery gases.

The first and most important of these alcohols is isopropyl alcohol, which has been on the market for some time (cf. American Perfumer, October, 1921, p. 334). The higher alcohols now described include secondary butyl alcohol (2-Butanol), secondary amyl alcohol (2-Pentanol) and secondary hexyl alcohol (2-Hexanol). The probability of the presence of secondary heptyl and octyl alcohols in the product of the above-mentioned process is mentioned, and work is now in progress on the crude fractions thought to contain these alcohols.

The following derivatives are also described: Isopropyl chloride, secondary butyl acetate, secondary butyl chloride

and secondary amyl chloride (2-Chlorpentane).

Extensive data are given on the boiling points, specific gravities and solubilities of the alcohols mentioned, and the existence of a number of constant-boiling mixtures of these alcohols with water or with their acetates is noted. The composition and boiling points of these mixtures are given.

The authors note that the availability of these hitherto very rare alcohols opens up an extensive field for their use in organic synthesis, and predict that some of these alcohols or their derivatives may find use in cosmetics and pharmaceutical preparations.

#### Retort Courteous on Whisky vs. Water

Temperance Lecturer-"Look at the homes whiskey has

Drunk—"Yesh, but jush look at the ships the water has (hic) wreckshed."—Western Druggist.

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#### THE SAD CASE OF PERFUMERY AND ROUGE

Great Masses of American Women Do Not Now Use These Commodities Principally Because Nobody Has Told Them Why They Should Do So.

By LEROY FAIRMAN,

New York Advertising and Merchandising Expert.

Quite frequently I observe references in The American Perfumer to the lamentably small sums of money which the women of this country spend for cosmetics and kindred aids to beauty, and it may be both interesting and helpful to consider briefly the reasons for this state of affairs.

It would seem, to begin with, that insofar as cleanliness of person is concerned, our women are beyond criticism—and surely a thoroughly clean skin is one of the basic essentials to beauty. The consumption of soap in these United States is very large, and the advertising of toilet soaps is high in both quantity and quality. Face creams and powders are also used extensively, if not universally; the jar of face cream and the busy powder puff have penetrated to the most remote districts, and all indications are to the effect that during the past lifteen years or so millions of women who formerly shrank from the idea of using even such simple aids to beauty have been converted to their use.

#### Two Toilet Accessories Far in Lead

These two toilet accessories have had the benefit of heavy and continuous advertising for several years, and no doubt this consistent and persistent publicity is responsible for the fact that they are now considered an absolute necessity te millions of women.

But when we come to the rouge pot and the perfume bottle, there is quite a different story to tell. The flapper tribe does its best to use up the visible supply of rouge, applying the cheek decorations and wielding the lipstick with far more industry than good judgment. Certain classes of women are suspected of employing perfumes for the purpose of disguising the fact that they are not doing their share to maintain the maximum consumption of soap. These particular users of the products in question do the business far more harm than good.

The great masses of American women, it would appear, use very little rouge and not much perfume. Chief among the reasons for this condition is, beyond doubt, the fact that these articles are so little and so poorly advertised.

#### Surprising Facts Shown in Analysis of Advertisers

I have on my desk at the moment four women's magazines: McCall's, Harper's Bazar, the Ladies' Home Journal and the Woman's Home Companion. These magazines have a combined circulation of about 6,000,000; excluding illiterates, readers of foreign language papers, etc., they reach more than one family out of every four in the United States.

In McCall's there are nine advertisers of face creams, four of talcum powders, one of rouge and one of perfumery. In the Ladics' Home Journal there are five advertisers of face creams, six of talcum powders, none of rouge, none of perfumes, and one advertiser of a family of cosmetics. In the Woman's Home Companion there are five advertisers of face creams, three of talcum powders, one of rouge and none of perfumes. In Harper's Bazar there are two advertisers of face cream, four of talcum powder, none

of rouge, seven of perfumes, and four advertisements of families of products. A number of these are duplicates—the same advertiser, in several cases, appearing in two or more of the four magazines.

It will be seen from these figures that creams and powder are fairly well represented; most of the advertisements on these products are large, ranging from quarter pages to full pages, of which latter there are four on creams and five on powders. But in these four magazines, reaching so great a percentage of the women of America, there are only two (very small) rouge advertisements and eight perfumery advertisements, and of the perfume advertisements, all but one appeared in *Harper's Bazar*, whose circulation is relatively very small. And all but one of the "family" advertisements, mentioning rouge or perfumes, or both, appeared in the same publication.

#### Army of Non-Users Now Only Under Survey

I am well aware that an examination of a number of theatrical journals, magazines appealing to motion picture fans and the like, would have disclosed a larger number of the class of advertisements under discussion. I purposely excluded them from my investigations because they appeal to a limited class of women; I wanted to determine what is being done to reach and convert the great mass of worth while American women through the magazines they read. No doubt an examination of other magazines and journals reaching the great army of non-users of rouge and perfumes would disclose an identical situation.

As practically no advertising of these products appears in the newspapers and little in the rotogravure sections of the Sunday papers, it seems that hardly anything is being done to convince the average American woman of the fact that rouge and perfumes should be represented in the array of toilet articles on her dressing table.

Such being the case, what do you expect? Nobody buys an article unless he knows of its existence; and few will buy unless they are told the reasons why the purchase will be a wise and satisfactory one. The women of America will never become extensive users of commodities which are advertised so little as rouge and perfumes—especially when the advertising which is done fails to give them any sane and sensible reasons why.

#### Flowery Appeals for Perfumes Dissected

Of one perfume advertised in the current Harper's Bazar it is said that it is "Created for that woman to whom the secret allure of a delicate and subtle perfume is the supreme touch of her toilette." In other words, for the present users of perfumes. Another advertisement states that "A shrewd philosopher has said that perfume subtly used has wrought more havoc than all the cannon in the world. If this is true, Madame Gabilla, the only woman in Paris composing perfumes, pleads guilty to the major share of the disaster which has occurred in the last thirty years."

A lovely thought, perhaps, but the rank and file of the women of America have no desire to go rampaging up and down the earth like a devastating army, mowing down thousands of helpless victims.

Still another advertisement informs us that "Artfully combining the fairest flowers of sunny France, the esprit and coquetry of DuBarry's court, the gay sophistication of the chic salon, that master perfumer, M. Luyna, has created the Perfumes of Princesses. The tantalyzing Maya subtly suggests this bewitching air of Romance."

This sort of balderdash sells perfumes—there is no doubt of that—but to how small, how pitifully small, a percentage of the American women. And the perfumery business will never be anything but a puny weakling until a considerable percentage of the women in every state in the Union are convinced, by some means or other, that they ought to use perfumes. That is a big job, and so far as I know nobody is making any attempt to do it.

#### Charm and Delicacy Must Offset Vulgarity

I am well aware that perfumes cannot be advertised after the manner of shoes or hardware or moth balls. It is a subject which must be handled with delicacy and infused with charm. But the outstanding, significant fact is that a great majority of women have a feeling that the use of perfumes is vulgar, and stamp the user as a person who desires to make herself conspicuous. This impression must in some manner be overcome, and without attempting to do more than give a general idea of the arguments which must be used in order to overcome it, I will state them as they appear to me.

"Your personality, madam, can be impressed upon others only through the medium of three senses—sight, hearing and smell.

"To make a favorable impression through the sense of sight you expend much time, thought and money. The care of your hair, teeth and skin are matters of constant concern. You would not think of appearing in public without being dressed in the most appropriate and becoming manner your taste can devise and your purse afford. A large part of your personal expenditures are for clothing and adornment; a large part of your time, every day of your life, is quite properly devoted to your personal appearance.

"To make a favorable impression through the sense of hearing, you have given a great deal of thought and care to the development of clear, pleasing enunciation. You have read and studied, not only to improve your mind, but to be able to talk intelligently on many subjects. Perhaps you have the trained and cultivated voice of the singer, or have learned to play on musical instruments. If so, you have had in mind the impression which your accomplishments would make upon others, as well as the pleasure of self-expression through music.

#### Third Sense Really the Crowning One

"There still remains the third sense through which your personality may be expressed and your attractiveness enhanced. Fragrance, the most subtle of all influences, is also one of the most powerful. It is as legitimate, as praiseworthy, to impress yourself upon those you meet through this third avenue of approach as through the senses of sight and hearing.

"All through history the power exerted through the use of perfumes is emphasized again and again. Their influence is no less potent today, and study as to the appropriate perfumes to use and the most effective way in which to use them will be amply repaid."

I have not attempted, in the above paragraphs, to write a perfumery advertisement, but rather to give an idea as to the lines which constructive perfumery advertising should follow. If it be true that the industry cannot become a great one without gaining literally millions of new users for perfumes, it ought to be clear that such new users cannot be secured by advertising only to present users and to vamps, flappers and the theatrical profession; also that the rank and file of American women must be convinced that they should use perfumes before they will buy the offerings of any one manufacturer.

The necessary educational work, therefore, becames a task which perfume manufacturers as a whole must undertake and carry through. No one manufacturer can do it alone; no one manufacturer should be expected to.

A campaign of an institutional nature, conducted and paid for by the manufacturers as a body, is the logical method of meeting the situation. It seems as if such a campaign is among the things which, some time or other, must be done; putting it off from year to year is simply retarding the growth and progress of the industry and being content with a small business when a big one is just around the comer, waiting to be developed. It surely seems like a short-sighted policy for manufacturers to scrap with each other for what little business there is, and bewail the fact that women in general do not use perfumes—when nobody is telling them why they should do so.

The rouge situation is somewhat similar. Any woman whose cheeks have lost their roses and whose lips are pale may add greatly to her attractiveness by the use of a little artificial color, and there is not the slightest reasonable objection to her doing so. But the chief users of rouge smear their lips and daub their cheeks until they look like clowns and refined women shudder and turn away.

#### Clever Campaign Can Cure the Flappers

Whether or not the flapper can be restrained from her silly and obnoxious practices is more than I can say, but it seems that the manufacturers interested should make some attempt to do it. Perhaps a cleverly planned campaign of press agentry, conducted in the publications through which flappers get their "beauty hints" might convince them of the error of their ways. And in the advertising of rouges and the circulars accompanying packages, instructions for the proper use of rouge should be given, with vigorous warnings against the crime of using too much. If properly handled, propaganda of this nature should have the desired effect, and if the flapper tribe were once convinced of the "bad form" of the excessive use of rouge, the evil practice would soon fall into disrepute. The clan is absurdly imitative, and a good example will be followed as readily as a bad one.

Such a reform would make the advertising of rouge far more profitable than it can possibly be under present conditions. If the conspicuously vulgar use of the product were minimized, women in general could be educated into the belief that a little judicious aid to nature in the way of a couch of color to the lips and cheeks is a custom common among refined women and beyond adverse criticism. At the present time they do not believe this—and nobody is trying to convince them that they are wrong.

#### Best by Test

Customer (in perfumery shop)—Is this a good brand of

Sales Girl (trained in a book store)—That, madam is one of our six best smellers.—(Republished by request.)

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# PLANT EXUDATIONS USED IN PERFUME INDUSTRY

Third Article of Series on Raw Materials for Toiletry Manufacturers; Opoponax and Bdellium, Their Antecedents and Attributes, Surveyed

> By W. A. POUCHER, Ph. C., London, Eng. Author of "Perfumes and Cosmetics"

(Series Continued from Page 76, April, 1924.)

## Opoponax and Bdellium

In the monograph on myrrh we mentioned the fact that the opoponax resinodor which is now reaching this country is very probably extracted from bisabol, and it is now our intention to give more details of this particular variety of myrrh, and at the same time add a few notes on bdellium.

There is very little doubt that substances known as opoponax have existed in commerce since the earliest times, and most of the older works by Dioscorides and Pliny refer to it with an attempt at its description. There appears to be some doubt, however, as to whether it was not originally used as a medicine and not as a perfume. The confusion which has existed as to the identity of opoponax will be quite evident from a perusal of the literature of the nineteenth century dealing with perfumery, botany and materia medica. The general conclusion arrived at was that opoponax was a fetid gum resin "having an odor like bruised ivy leaves, but even more disagreeable." On comparing this description with the samples of opoponax in the Museum of the Pharmaceutical Society it is probable that its source was Balsamodendron (Commiphora) Kataf. Kunth N. O. Umbelliferæ. The odor of this specimen is rot by any means pleasant, and, indeed, could very well be described as resembling that of asafætida. This would appear, then, to be the opoponax formerly used in medicine. It seems impossible to conceive that this substance could be the opoponax referred to by Piesse in his classic work on "Perfumery." In the fourth edition of his book (1879) he says "no perfume ever made, Eau de Cologne excepted, has ever had a larger sale." He also mentions that the plant yielding the gum resin was found plentifully growing wild in Sicily. Doubtless much of the knowledge of opoponax about this time was based on the work of Przeciszenski1 and Vignier.2

In 1895 Baur3 reported on a sample which he considered came from Balsamodendron Kataf Kunth. In 1900 Tschirch and Knitt' examined a sample of opoponax which they attributed to Opoponax Chironium (Ferula Opoponax).

In 1904 Schimmel & Co.5 gave some details of an oil of opoponax they had examined and from which it may be assumed the botanical source was that defined by Baur.3 In 1910 E. M. Holmes<sup>6</sup> pointed out the differences between the opoponax of medicine and of perfumery and concluded that the latter was really bisabol obtained from Commiphira Erythraca Engl var Glabresceus N. O. Burseracea. (See the monograph on Myrrh). In 1913 Holmes read a paper before the British Pharmaceutical Conference, when he again touched on bisabol and mentioned

therein the work of Dr. R. E. Drake-Brockman, which supported his previous researches. From that date very little notice seems to have been taken of this raw material, but in November of last year a London house submitted to the author samples of opoponax oil and resin which has been supplied by their principals in the south of France, stating that it was the genuine old original opoponax.

The samples were examined by the author and C. W. Maplethorpe, Ph.C., Curator of the Pharmaceutical Society's Museum. We had no difficulty in identifying both specimens as bisabol. Several samples have since come into the author's possession, and they undoubtedly have been derived from the same botanical source. It may be assumed, therefore, that the opoponax of today corresponds with the myrrh of the scriptures, and is obtained from Commiphora Erythroca var Glabescens Engler.

The plant grows principally in the Ogaden country and in Somaliland is spoken of as Habbak Hadi-the gum of the Hadi tree.

By far the greater part of the opoponax of perfumery enters the East as Perfumed Bdellium and is much used by the Chinese in their religious ceremonies.

There are other Bdelliums occasionally met with in commerce. They are gum resins exuded by several species of Burseraceae growing in India and Africa. Their botanical sources is not known with certainty owing to the difficulty of obtaining specimens of the trees producing them. They bear some resemblance to medicinal myrrh and are said to be imported with it from time to time. There are four different specimens in the Society's Museum which be described as follows:

Indian Bdellium occurring in irregular messes of a dark reddish brown color covered with characteristic "pinheads" of refractile resin. This specimen has an odor reminiscent of cedar wood and appears to be the product of Balsamodendron Mukul. Hooker.

Opoque Bdellium in hard spherical lumps of the color of yellow ochre but unpleasant odor. It has been attributed to B. Playfairii Hooker.

African Bdellium in large rough lumps having a slate like smooth fracture. Odor unpleasant.

Gafal, so called by the Arabs, consisting of miscellaneous pieces in yellow and black translucent masses, slightly are the state of t aromatic. Attributed to Boswellia Papyfera or Commiphora ricana.

Bdellium was known 6,000 years ago, for there are references to it in Genesis 2, 12 and 2,000 years later in Numbers 9, 7. There appears to be no record of what this consisted, but from the first reference it may have been a

Indian Bdellium, does not seem to have been used in perfumery but should the product become readily obtainable t would probably make an ideal fixative for violet bouquets. Opoponax is of course much used and indeed it deserves a wider application, as many very attractive bouquets can be built up when it is used as a base. For a perfume of great persistence it is advisable to use the resinoid. For a more evanescent odor employ the volatile oil. Opoponax bouquets may be built up with bergamot, geranium and violet but a peculiar characteristic they should have is obtained by the artistic use of citral, either as such, or as some prefer it, as lemon-grass oil.

(Series to be Continued.)

<sup>&</sup>lt;sup>1</sup>Pharnacologische Untersuchungen über Ammoniacum sagapenum und Opopunax, Dorpat, 1861. <sup>2</sup>Gommes Resins des Ombellifereres, Paris, 1869.

Archiv des Pham. 233, 209,

Archiv der Pham. (237) 256.

Report October (1904) 67.

Perfume Record, 241. Year Book of Pharmacy, 451.

# MAY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

Grasse, May 5.—Following is the May report on essential oils and other floral products:

## Orange

The harvest of orange blossoms is beginning and, on account of the beautiful days of early spring, it is reported to be normal. Nevertheless, the growers demand extremely high prices (almost double the price of last year), but it is very improbable that the trade will wish to meet them. As there is none of last year's crop left, the Flower Growers' Co-operative Society wishes to take advantage of the fact in order to raise the price of the flower, without considering whether this increase may not lessen the consumption. For several days buyers and sellers have been coming together in order to defend their mutual interests; but it is the law of supply and demand alone that will regulate the market prices of orange blossom products. The only thing certain is that the prices of all these products will be higher than they were last year.

Four or five weeks ago the flower market appeared to be very active; but it seems to have lost its strength since the fall of foreign currencies, which raised Grasse products to such extremely high prices that consumption and the exports to foreign countries were lessened.

#### Rose

The harvest of these flowers is also beginning, but very small quantities of them are coming to the factories. The blooming will not reach its height until another fortnight has passed. The rose growers are making great claims as to the prices that they wish to obtain. The prices set by the growers have been so excessive that the buyers have refused to discuss them, because there is such a large gap between them and the prices the buyers wish to set. The market price will not be determined for several more weeks, but in the meantime we must prepare for a sure increase in price. All the 1923 products are now sold and the Growers' Co-operatives prefer to use the roses in manufacture rather than to sell them at last year's prices.

## Jasmin

It is not practical to prophesy anything now with regard to the value of the next jasmin crop, because three months separate us from the gathering of the flowers. It is expected that the growers, who already anticipate extremely high prices, will make heavy demands. Unless the demand on the part of consumers is very large from now until the harvest, the trade will have difficulty in meeting the desires of the growers and the market price of the flowers will not be as high as the figures discussed today. Nevertheless, they certainly will not be less than last year's quotations.

## Tuberose

As the harvest does not occur until August, nothing is known at present with regard to what the market prices of this flower will be. There is none of last year's products left for sale, so that the price of the blossom will certainly be higher than in 1923. This is generally true for all the prices of Grasse flowers.

## Violet

The harvest of violets is over. It was very poor because the market prices were so high that the trade did not push the manufacturers. On the other hand, violet leaves have come in in great quantities for the manufacture of concretes. Their consumption increases every year.

### Geranium

After having gone down considerably, the market price of Bourbon oil has remained stable for two weeks. On the

other hand, we are waiting for the oil from the first cutting of the Algerian geranium, which is due to arrive in a few weeks. The prices asked by the Algerian colonists is very high because they have received many demands since the Bourbon geranium became as expensive as the Algerian.

## Mint

The perceptible rise in the prices of exotic mints will certainly affect the Grasse oil. The next harvest will occur in September. From now until then changes may take place.

### Lavender

We are now waiting for the next distillation, which will begin toward the end of July. Opinions are divided as to the market prices which will prevail. Some claim that the market prices will be very high from the beginning on account of the scarcity of the product. Others believe there may be a decrease unless business picks up between now and next autumn. I believe that the greatest prudence should be observed and that we should count on prices slightly higher than those for the beginning of the 1923 distillation.

#### Spike

There is none left of the French spike oil of the crop of 1923. As in the case of lavender, this oil may fluctuate in accordance with the activity of the demand and with the market price of foreign spike oil.

#### Rosemary

The amount of rosemary oil exported has been rather large. This is the only oil really accessible to most soap-makers since the other essential oils have reached such high prices.

### Thyme

The demand for thyme oils rich in thymol has been very active. During the hot season thymol is much used for disinfecting liquids, so that thyme oil is now scarce, the stock on hand is low and the new distillation will not begin for another month.

## Summary

A rise in the prices of all floral products and essential oils is to be expected. This increase will be greater or less, according to the magnitude of the demand. But we must certainly look for some increase over the prices of 1923.

## Personal

M. Leon Givaudan, co-proprietor of L. Givaudan & Co., and M. Firminich, of the Naef Co., of Geneva, were recent visitors to Grasse.

## NECTANDRA OIL.

The essential oil of the Para nutmeg. Nectandra Puchury major has been re-examined by Roure-Bertrand Fils. who describe it as a greenish-yellow oil, with an odor recalling that of sassafras, nutmegs, and cloves. It has the following characters:—Specific gravity at 17°, 1.0396; optical rotation (100 mm.), -4°54′; refractive index at 16°. 1.5180; acid value, 2.8, saponification value, 2.8; ester value, 0; ester value after acteylation, 35.47; free alcohols as geraniol. 10.02 per cent. The oil is soluble in all proportions in 90 per cent alcohol. It contains about 8 per cent or phenols, consisting in the main of isoeugenol. Safrol is present in small amount. On distillation 90 per cent passes over between 170° and 230°. The fraction between 170° and 210° represents about 40 per cent of the oil. It contains eucalyptol. The waters of distillation, on extraction with petroleum ether, yield an oil of somewhat different characters from the "direct oil," since the esters present are fairly soluble, and accumulate in the oil dissolved in the water. This oil requires a good deal more investigation.

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## TRADE NAME RULINGS AND NEWS OF COURT SUITS

Two Violators Sent to Jail; Mineralava Sues Vivaudou for \$841,265; Pinaud Enjoins the Imperial Co.; Prestonettes Asks Redress from Coty

## RECENT TRADEMARK DECISIONS

Moon Dream vs. Moon Kiss

The Court of Appeals of the District of Columbia in deciding the action brought by the Talcum Puff Co. against E. Burnham, Inc., for the cancellation of the latter's trademark "Moon Kiss," because of the former's prior used trade-mark "Moon Dream," the court said: "The dominating feature of each mark is the word 'Moon,' and as suggested by the Assistant Commissioner, no reason is apparent for the inclusion by appellant of this word in its mark unless the term had become associated in the mind of the public, through appellee's use of its mark, with goods of this character. As this court many times has said, the range of choice was as wide as the human imagination, and yet appellant saw fit to include in its mark the dominating feature of appellee's mark. We agree with the Patent Office that there is such a likelihood of confusion as to justify the cancellation of appellant's mark."

#### Ezemade

The Patent Office has held that the word "Ezemade" for cake icing powder, which can be converted into cake icing my merely adding water, is suggestive and not descriptive and is capable of registration. The decision states that the word takes from the public domain no words or expressions usually employed to describe such goods.

It is sometimes difficult to follow the reasoning which differentiates between descriptive words which are not capable of registration and suggestive words which are subject to registration.

## Frank's Lemon Cleansing Cream

Referring to Louis Philippe's suit to cancel the trademark "Frank's Lemon Cleansing Cream" (reported in this journal, page 634, February, 1924), the Court of Appeals of the District of Columbia in confirming the commissioner's decision said: "The cancellation was proper because the terms composing the trade-mark were descriptive only, and as such were incapable of exclusive appropriation. The registrant disclaimed the words 'cleansing cream' upon that ground, but the word 'Lemon' as thus applied was subject to the same objection. The descriptive words in question were not subject either separately or in combination to be registered as a trade-mark for the present article."

## Two Trade Mark Violators Sent to Prison

A sentence of ten days in the Tombs and a fine of \$100 was imposed April 21 in New York Special Sessions upon Joseph Fox, of 588 Rogers avenue, Brooklyn, a salesman, who pleaded guilty to violating the Trade Mark law. Fox was originally arraigned in the Commercial Frauds Court.

A sentence of not less than six months or more than three years in the penitentiary was imposed May 12 upon Leon Goldsmith, who pleaded guilty to violating the State Trade Mark law. Goldsmith admitted that he had falsely represented and sold to a wholesale concern a shipment of tablets labeled "laxative bromo quinine" and which were a counterfeit of tablets manufactured by the Paris Medicine Co., a Tennessee corporation.

# VIVAUDOU DENIES SCOTT'S CHARGES Perfumer Wins Contest in His Own Company

Suit for \$841,265 has been instituted in the Supreme Court by Scott's Preparations, Inc., manufacturers of Mineralava Beauty Clay, against V. Vivaudou, Inc., sole selling agents for Mineralava. In the papers the defendants are charged with failure to live up to the terms of a twenty-one-year contract made December 30, 1922, and to have failed to make a proper accounting of merchandise entrusted to their care.

By the terms of the contract the Vivaudou company was granted exclusive selling rights for the beauty clay in the United States and Canada, except to beauty and barber shops. The Mineralava concern agreed to spend \$1,000,000 yearly in advertising during the term of the contract, beginning January 1, 1923, and to pay Vivaudou, Inc., in commissions 10 per cent of all gross business.

The complaint alleges that the Vivaudou company failed to live up to the contract by neglecting to employ special salesmen to push the Mineralava Beauty Clay, by neglecting to pay its salesmen 5 per cent of the commissions of Mineralava sales and by refusing to sell Mineralava Beauty Clay to concerns which did not use Vivaudou products at the same discounted prices made to merchants purchasing Vivaudou products. In addition, the complaint alleges that the beauty clay was sold at higher prices to some merchants than agreed upon in the contract, and that no accounting of the sales was made, other than at regular prices.

The complaint alleges further that the Scott's Preparations Company spent approximately \$1,500,000 in advertising, according to its agreement and lived up to its contract in every way. Part of the money, \$187,000, was spent in sending Rudolf Valentino on a tour to advertise the beauty clay, in connection with a beauty contest held at Madison Square Garden.

Maurice Rose, attorney for the complainant, declared that the beauty clay will not be sold through the Vivaudou concern in the future, but that it will be sold direct to merchants by the Scott's Preparations Company.

Irwin M. Berliner, associated with Mark Eisner counsel for V. Vivaudou, Inc., declared that the answer would not only contain a complete denial of the charges, but that in addition V. Vivaudou, Inc., would file a substantial counter claim against the complainant. When the answer is filed summary judgment will be asked for.

### Short Contest for Control of Vivaudou, Inc.

Closely following the filing of the Mineralava suit a contest was revealed for control of V. Vivaudou, Inc., between the officers of the company and the bankers for the organization. Victor Vivaudou, president of the company, sent a letter to stockholders requesting them to send proxies to him to be voted at the annual election on May 20 to enable him to place upon the board men familiar with the details of merchandising. The call for proxies, it was said, surprised the bankers of the company.

Mr. Vivaudou recently sent a letter to stockholders re-

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questing them to send their proxies to a committee of three, including himself, Jules S. Bache and Edward Wise, members of J. S. Bache & Co. In his later letter, however, Mr. Vivaudou requested stockholders to ignore the earlier communication and send all proxies to him personally. He said

The company has been largely hampered during the last few years by presence on the Board of Directors of several members whose training has been largely financial rather than in the field of merchandising. It is my wish to obtain a board equipped with a thorough understanding of manufacturing and selling, whose efforts will be united in directing and promoting sales of the company's goods, building up a surplus which can be managed conservatively and resume dividends.

Attention was called to the fact that R. J. Goerke of Goerke & Co. and Gilmers, Inc., was added to the board, primarily for his merchandising knowledge.

Just before the election, however, Mr. Vivaudou announced that the differences which resulted in his call for personal proxies had been satisfactorily adjusted. He said:

"Any impression which may have been created that my letter to you referred to Mr. Bache or Mr. Wise personally should be dispelled, as I have no reason for objecting to the presence of these two gentlemen on the board of directors, inasmuch as I have always welcomed their co-operation. The understanding arrived at, which is satisfactory to me, should lead to harmony and co-operation for the best interest of the business."

The Vivaudou Company was organized in 1919. next year the company paid \$2 dividend on its capital stock. In the first quarter of 1921 a payment of 25 cents a share was made, but between the second quarter of 1921 and the first quarter of 1923 no dividends were paid. In March of last year the company resumed dividends at the rate of 25 cents a share quarterly, but toward the close of that year it was announced that cash dividends would be suspended and dividends of the future would be payable in new preferred stock, an issue of preferred shares having been created for that purpose.

Vivaudou, Inc., reported for the quarter ended March 31, 1924, earnings of \$97,916 before taxes. This is equal, after allowing for a quarterly dividend of 134 per cent on the \$150,000, 7 per cent cumulative preferred stock, to 31 cents a share on the 300,000 no par value common stock outstanding.

## Pinaud Enjoins Imperial Perfume Co.

A preliminary injunction, granted by Federal Judge Winslow, April 22, restrains the Imperial Perfumery & Barber Supplies, Inc., from continuing the use of labels on bottles containing products manufactured by it, similar to labels used on the bottles containing what is known as Ed The complaint was made by the Pinaud's Eau de Quinine. firm of H. & G. Klotz, successors to the business of Ed Pinaud, which was established in 1842. Judge Winslow said: "There are a number of minor differences between the forms and dress of the two packages but no one can look at hoth packages, without perceiving that the resemblance is marked."

## Prestonettes to Ask Redress from Coty

A motion has been made to advance the Coty-Prestonettes case to the head of the June calendar of the United States District Court for the Southern District of New York and it is believed by the attorneys for Prestonettes that this will be granted.

After the issues have been decided, which is regarded as merely a matter of form, as the court will most probably follow the decision of the United States Supreme Court, attorneys for Prestonettes will move for the appointment of a special master to assess whatever damages it can be shown Prestonettes sustained.

## He Will Learn Something

The following recently appeared in a Chicago newspaper's advertising columns:

"If Wilbur Blank, who deserted his wife and babe twenty years ago, will return, said babe will knock his block off. —American Legion Weekly.

## ACTIVITIES OF ASSOCIATIONS, SOCIETIES CLUBS AND BUSINESS BODIES

(Continued from Page 126)

## Synthetic Chemical Makers Discuss Supply

Dr. Charles H. Herty, Burton T. Bush and William S. Weeks were appointed a committee to consider means of greater co-operation between members of the Fine Organic and Medicinal Chemicals Section and the Crudes and Intermediate Section of the Synthetic Organic Chemical Manufacturers' Association, May 15, at a joint luncheon meeting of the two sections in the Commodore Hotel, this city. The

committee will report its findings at a general meeting of the association, June 20 and 21, at Bellport, L. I.

The meeting was called by S. W. Wilder and Burton T. Bush, chairmen of the two sections. Dr. Herty presided,

The discussion was opened by Mr. Bush, who said that makers of fine chemicals often were unable to secure readily supplies of certain crudes and intermediates of suitable quality, when in some cases these same crudes and intermediates might be obtained from members of the association. The makers of intermediates and other association members often had by-products suitable for use by the fine chemical

makers, for which there was not ready outlet.

A suggestion that the office of the association be used as a clearing house for demands and offers of supplies of this nature was discussed at length and the committee was appointed to work out the details.

## Spice Trade Association Meets in St. Louis

The annual meeting of the American Spice Trade Association in St. Louis closed May 14 with the election of officers as follows: President, John C. Witt, Irwin-Harrisons-Whitney, Inc.; vice-president, John B. Elliman, Littlejohn & Co., Inc.; treasurer, J. Melville Morris. Directors to serve two years: Lester Wallace, Francis H. Leggett & Co., and William T. West, A. Colburn Co.

In his annual address, John Clarke, president, said that the trade had made definite progress in co-operation and understanding, and the association held its membership and

understanding, and the association held its membership and showed a gain at the end of its fiscal year. The arbitration work in the spice trade, known all over the country, has been further improved, Mr. Clarke said, adding that the association's stabilizing power is felt through the trade, and has corrected many abuses. The association has secured real improvement in the production and handling of spice products in foreign markets, according to Mr. Clarke. W. R. M. Wharton, of the Bureau of Chemistry, Wash-

ington, declared that the spice trade stands somewhere near the top of the various classes of food products in purity and honestry of labeling. He added that spices as they reach the final consumer in this country are now seldom adulterated and they are almost uniformly contained in packages which tell the truth.

The convention was opened May 13 by a meeting of the Spice Grinders' Section, at which problems of the industry were discussed.

### American Institute of Chemists

At the first annual meeting of the American Institute of Chemists, held April 28, in Rumford Hall, this city, Dr. Horace G. Byers, president, reported that the organization now has 450 members, with a representation in every state except two. The election resulted as follows: President, Dr. M. L. Crossley, Calco Chemical Co.; vice-president, Dr. Dr. M. L. Crossley, Calco Chemical Co.; vice-president, Dr. Lloyd Van Duren, Duell, Warfield & Duell, patent attorneys; secretary, L. R. Sidell, New York Testing Laboratories: treasurer, Clarence K. Simon, Dye Products Co. Councillors for three years, Dr. H. G. Byers, H. B. Gordon, M. A. Hunter; for two years, A. P. Sachs, Dr. William Walker, Dr. F. D. Crane; for one year, Miss C. M. Hoke, Dr. W. Lee Tanner, Dr. Benjamin Harrow.

Dr. John C. Blake, professor of chemistry and dean of the General Medical Foundation, Chicago, delivered an address on "Chemistry as a Profession." One of the features of the meeting was the adoption of a code of ethics, with

of the meeting was the adoption of a code of ethics, with provision for the appointment of a committee of six censors to enforce it.

(Continued on Page 160)

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# OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our April report Gordon M. Day, president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been actively concerned with the affairs of the Flavoring Extract Manufacturers' Association of the United States. Circular 165 is mentioned elsewhere. Circular 166 concerns the fifteenth annual convention in Boston, June 11, 12 and 13. Circular 167 relates to Prohibition Regulations No. 60, Revised, the latter circular clarifying some obscure points in the regulations.

The association will hold its convention at the Copley Plaza Hotel in Boston, where a large attendance is expected.

A committee of the New England Branch of the Flavoring Extract Manufacturers' Association, of which George H. Burnett is president, has arranged for a number of interesting speakers on subjects relating specifically to the industry. For example, Mrs. Elizabeth MacDonald, of the Modern Priscilla, will speak on "What the Consumer Expects in Flavoring Extracts." It is expected that a representative of the Bureau of Plant Industry of the United States Department of Agriculture will read a paper on experiments in vanilla bean culture in the United States and Porto Rico. Discussions, which are sure to be most beneficial, will follow on many serious problems which confront the trade at the presented as well, at the morning sessions, and discussions of these reports will follow.

The entertainments with which the afternoons will be occupied consist of a trip around beautiful Boston harbor, in a boat chartered specially for the occasion; a shore dinner at Nantasket, with dancing afterwards; a trip to historic Concord and Lexington in automobiles, before the banquet on Thursday; and a handicap golf tournament on Friday for those desiring to play on one of the best courses in the United States.

Ladies will be most cordially welcome and it is hoped that a large number will attend.

The local committee extends a hearty greeting to all those going to Boston, and will be only too glad to make reservations at the hotels, or to be of service in every possible way.

## Dr. Smith Broadcasts Flavors' Virtues by Radio

Dr. Bernard H. Smith, president of the Virginia Dare Co., Brooklyn, N. Y., recently broadcasted an address on "Flavor, the Soul of Food" from WEAF in New York. He enumerated the reasons why more attention should be given to the use of flavors in the household. Dr. Smith is a member of the Scientific Research Committee of the Flavoring Extract Manufacturers' Association.

# FOUST HEADS FOOD CONTROL OFFICIALS AT NEW YORK CONVENTION

The eighth annual convention of the Central Atlantic States Association of the American Dairy, Food and Drug Officials was held at the Pennsylvania Hotel, New York, April 28 and 29. The address of welcome was given by Dr. Frank J. Monaghan, Commissioner of Health of New York City. W. R. M. Wharton, chief of the Eastern Division of the United States Bureau of Chemistry, responded on behalf of the convention. Ole Salthe, director of the New York City Bureau of Food and Drugs, president of the association, delivered an address. Numerous valuable papers were read.

These officers were elected: President, James Foust, Food Commissioner of Pennsylvania; vice-president, Kenneth F. Fee, director of the Dairy and Food Bureau of the New York State Department of Farms and Markets; secretary, George W. Grim, V. M. D., Narbeth, Pa.; executive committeeman (only one retiring), Walter W. Schofield, director of the Bureau of Foods and Drugs of the New York City Department of Health.

### FACTS AND FIGURES ON VANILLA

One of the most interesting contributions made by the Flavoring Extract Manufacturers' Association for the general benefit of everybody in the industry is contained in Circular 165, which gives this costs survey:

Van. Beans per pound	Cost of bean per gal.	Cost of Menstrum per gal.	Total Cost per gal.	Package Cost	Total Cost Goods & Package   oz.	Package Cost 2 oz.	Total Cost Goods & Pkge. 2 oz
\$3.50	\$2.92	\$1.95	\$4.87	\$3,39	\$7.50	\$4.11	\$15.07
4.00	3.34	1.95	5.29	3.39	7.85	4.11	16.01
4.50	3.76	1.95	5.71	3,39	8.21	4.11	16.95
5.00	4.18	1.95	6.13	3,39	8.57	4.11	17.91
5.50	4.59	1.95	6.54	3.39	8.91	4.11	18,83
6,00	5.01	1.95	6.96	3.39	9.26	4.11	19.77
6.50	5.43	1.95	7.38	3.39	9.62	4.11	20.71
7,00	5.86	1.95	7.81	3,39	9.98	4.11	21.69
7.50	6.26	1.95	8.21	3.39	10.32	4.11	22.58
8.00	6.67	1.95	8.62	3,39	10.66	4.11	23.50
8,50	7.09	1.95	9.04	3.39	11.02	4.11	24.45
9.00	7.50	1.95	9.45	3.39	11,36	4.11	25.37
9.50	7.92	1.95	9,87	3.39	11.72	4.11	26,31
10.00	8,33	1.95	10.28	3.39	12.06	4.11	27.24

The association advises that to the above should be added allowances for evaporation, spillage, carrying charges for vanilla beans, labor, freight, overhead, selling costs, discounts and profits.

The bulletin is the result of most careful and conscientious work by the officers of the association and is additional evidence of their efforts to promote the best interests of all flavoring extract manufacturers. Those now not in the membership ought to find in this bulletin an incentive to join

at the Boston convention. They never will have occasion to regret getting in

The figures set forth require no comment. Some of the trade papers in using them have sought to scent motives. There is simply a plain statement of facts, which every manufacturer prefers to theory.

## Mr. Young on Conditions in Mexico

More orderly conditions in Mexico and a general belief that the day of revolution and counter-revolution is over constitute the report brought back by Edward Young, of Thurston & Braidich, New York City, who recently returned from a business trip to the Republic. Regarding vanilla beans, Mr. Young is not optimistic. He foresees high prices during the coming year at least. The Mexican crop is far below normal and in addition the quality of the beans is hardly up to recent standards. Bad weather during the growing season had its effect and the average beans from the present crop are an inch or more shorter than normal.

Little actual relief for the consumers can come from the present Mexican crop, according to Mr. Young. lieves, however, that more stable conditions in Mexico and the extremely high prices for vanilla beans in all markets may bring out a larger crop next year. He expressed the prevailing opinion that prices of beans are too high for the good of the industry and stated that he was interested in any means which would bring vanilla to normal levels.

### Looking Into Tahiti's Vanilla Supply

Chester A. Smeltzer, of the vanilla beans department of Dodge & Olcott Co., New York City, sailed for the Tahiti Islands May 16 from San Francisco, to make an investigation of sources of supply and possibilities for the development of the vanilla bean industry in Tahiti.

### SODA WATER FLAVORS MANUFACTURERS

W. S. Bickford, of New Orleans, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have kept up their activities in looking out for the interests of the association and its members during the last month. Secretary Hickey has collected information on various subjects, and has transmitted the same to the members.

### Olive Oil Production in Italy

Italy is the second largest producer of olive oil in the world and, therefore, of significant importance in this industry. A complete and detailed report has been received from Consul Harold D. Finley and Vice Consul Julian C. Dorr, Naples, Italy, by the Department of Commerce on the production, exports, and imports of olive oil in Italy. report covers acreage, production, exports, imports, present crop and production, methods of business, credit terms, price quotations, available shipping routes, and lists of pressers, refiners and dealers of edible oil and manufacturers and dealers in sulphur oil. Those who are interested in reviewing this report may do so by writing the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

### Information in Other Departments

Readers of the Flavoring Extract Section are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of The American Perfumer.

### Over a Billion Pounds of Coffee

The United States imported almost 1,500,000,000 pounds of coffee in 1923, exceeding the record importation of 1922.

# PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our Washingron Correspondence, Soap Section and other departments for further information.

## Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 11,851 to 11,950, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the only ones of interest to our readers were two olive oil judgments. One was a condemnation and sale, and the other was a \$100 fine on a plea of guilty by a Chicago corporation to a charge of misbranding. Adulteration was not alleged in the latter case

## Indiana

Recent monthly bulletins of the Indiana State Board of Health show that I. L. Miller, State Food and Drug Commissioner, has been extremely active. Flavoring extracts have had no complaints recently.

### Pennsylvania

The Bureau of Foods, Pennsylvania Department of Agriculture, ordered 211 prosecutions for violations of the food laws during April. according to a report to F. P. Willits, laws during April, according to a report to F. P. Willits, secretary of the department, by James Foust, the bureau's director. During the corresponding month of last year there were 34 prosecutions.

Receipts totaled \$4,969.17, as against \$3,105 in April, 1923. The amount for the first four months of the year is \$393,384. The report pointed out that there are comparatively few violations of the pure food laws, but that the bureau is constantly on the alert.

### To Test Wisconsin Flavoring Extract Law

Validity of the Wisconsin state pure food law relative to the manufacture and use of imitation extracts and colorings will be tested in the Wisconsin Supreme Court, according to the announcement of J. Q. Emery, state Food and Drug Commissioner, in a friendly suit brought against three Milwaukee manufacturing concerns. Although the principle of artificial extracts and coloring has been settled in other court actions, the validity of the Wisconsin law has never been tested, according to Mr. Emery.

## Survey of the Olive Oil Industry in Seville

The olive oil trade of Spain, which has caused much interest in the industry during the last few months, is completely discussed in a report from Consul William C. Burdett, Seville, Spain, to the Department of Commerce. This report covers the planting, picking, storing, and washing of olives, the types of mill used, both old and modern. and the refining of olive oil. Production and export statistics covering a period of years are also given. intended to have this report mimeographed, and copies may be obtained by writing the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, and referring to File No. 124,464.

## There Is No Paper Like It.

(Standley Extract & Remedy Co., Springfield, Ohio.) There is no paper like THE AMERICAN PERFUMER.

## Holding the World's Fair

- "Where do they hold the World's Fair?"
  "Around the waist."—American Grocer.

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Frank M. Burke, president of the Manhattan Soap Co., New York City, was among the voyagers who sailed for France on the *Paris* on April 23.

Pacific Northwest Products Committee of the Seattle Chamber of Commerce recently made a tour of inspection of the plant of the North Coast Soap Co., of which F. J. Zorn is the president. They viewed the entire process.

Otto P. Meyer, vice-president of the Meyer Bros. Drug Co., St. Louis, with his family, has been touring Europe, their

itinerary including Italy, Switzerland, Germany, Belgium, Holland and the British Isles. Perfumes is one of Mr. Meyer's functions at home and naturally France. though the last, is not the least in the list. Grasse was visited and thoroughly surveyed by Mr. and Mrs. Meyer and their daughter, The accompanying snapshot of Mr. and Miss Meyer was taken in front of one of the largest Grasse temples for the production of fascinating floral odors, by Mrs. Meyer, who worked the camera. At last accounts the Meyers were enjoying the scenery and attractions at Monte Carlo, with other points of interest still to be visited.



OTTO P. MEYER AND MISS MEYER

Eugene R. Berner has been chosen by James S. Kirk & Co., of Chicago, for

the post of district sales manager in Baltimore and Washington. He has had practical experience in the soap trade and is well posted on conditions in his new field of operations.

Georges Chiris, head of the firm that bears his name, sailed for France on the *Paris*, April 23, after spending a month in New York in connection with the affairs of the American branch and in studying trade conditions in this country. He was much pleased with the results of his visit, both socially and commercially.

Edward Mallinckrodt, president of the Mallinckrodt Chemical Works, of St. Louis, Mo., spent a few days at the New York office of the company this month.

Ferrand, Charabot & Co., Grasse, France, represented in United States and Canada by Ungerer & Co., New York and better known to American perfumers as Hugues Aine, under which name their hyperessences, floressences, resinaromes and other natural products are sold in this market, announce the withdrawal of Mr. Antoine, Ferrand from active participation in the affairs of the firm.

The new designation is Charabot & Company but Mr. Ferrand will continue to retain an interest, though not an active one. Dr. Eugene Charabot has a worldwide reputation as an expert on all matters connected with the treatment of flowers and the preparation of floral extractive products. He has also been active in the encouragement of



PIERRE MORENA



Dr. Eugene Charabot

improved methods of flower cultivation which has resulted in better crops and a higher yield of perfumes.

Pierre Morena will continue as a member of the firm and his abilities as production manager and technical director will be as important a factor in its future progress as they have been in the past.

The change of designation involves no alteration in the policy of the company, which has long been recognized as one of the foremost producers of floral essences both as regards volume of flowers treated and quality of products. This season, as last, the firm estimates that its flower requirements will absorb fully half of the floral crop of the Grasse region.

As reported briefly in our Grasse correspondence, page 74, April issue, Hugues Aine was again a first prize winner in the Battle of Flowers. For the second consecutive year the firm's floral float achieved conspicuous attention. It was decorated to represent a "Jardiniére Louis XVI," and the beautiful and intricate color scheme worked out with an immense number of different varieties of flowers in which roses and lilies predominated, well deserved the award, according to spectators. In the actual Battle of Flowers, from

which the fete takes its name, more than 20,000 bouquets were thrown from the Hugues Aine float.

The Grasse Battle of the Flowers, in which all the manufacturers of perfume materials of that section are represented by decorated floats, is one of the chief attractions of the tourist season on the Riviera.

The many generous contributors to the American Fund for the Grasse Orphans and Widows of the World War will be interested in the excellent results which have been accomplished. The Fund has been sponsored here by Mr. W. G. Ungerer and disbursed in Grasse by a non-sectarian committee headed by the Mayor, Mons. Perrimond, with the result that there have been no expenses of administration and every franc collected has been spent intelligently for the relief of those most worthy of assistance.

Many orphans and widows in Grasse have given thanks during the past winter to the American donors, to whose generosity they owed much needed food and clothing and medical relief. The need for assistance still remains. Living costs in France are high,—impossibly high for those unfortunates whose earning capacity is limited. Unfortunately the funds at the disposal of the committee are exhausted and it is to be hoped that those who have assisted before will not be deaf to the new appeal.

The American Fund for the Orphans and Widows of Grasse is non-sectarian and independent and all expenses are borne by the sponsor, Mr. W. G. Ungerer. It must not be confused with any other no doubt equally meritorious appeals originating in Grasse or elsewhere.

Frank K. Woodworth, formerly business manager for the American Manufacturers of Toilet Articles, has joined the Elcaya Co., Long Island City, as sales manager. The appointment of Mr. Woodworth is in line with the policy of expansion undertaken by the new ownership of the company.

Mr. Woodworth has wide experience in the trade, having been connected with Woodworth, Inc., Antoine Chiris Co., Van Dyk & Co., and others in the essential oil field, and he brings to his task a broad acquaintance in the industry.

E. M. Laning Co., Inc., 78 Greenwich street, New York City, announces that Dr. Rudolf Pabst of Philadelphia, Pa., has joined its sales force. Dr. Pabst is a graduate of the University of Berlin and has had about 30 years' practical experience both here and abroad in the manufacture of perfumes, toilet preparations, flavors, etc. Until recently he was connected with the Urma Co., of Chester, Pa., and previous to that he was connected with the C. F. Sauer Co., Richmond, Va., the Reading Extract Co., Reading, Pa., and Ernest Chautee, of Vevey, France, his connection with the latter having been for over five years.

Dr. Pabst will make his headquarters in Philadelphia, and will cover the States of Pennsylvania, Ohio, Michigan, Maryland and Delaware.

Dr. John Glassford, of the United Laboratories, New York City, who has been confined to his home with illness is now able to be about again.

American Woolen Co., is building a \$100,000 plant at Medford, Mass., to manufacture oil and soap for use in the woolen mills. It will be a fireproof structure, 60x120 feet in size and five-stories high.

Fox & Clarke Co., Inc., New York City, have been appointed exclusive representatives for Les Usines Allondon, La Plaine, Geneva, Switzerland. This company, as is well known, manufactures synthetic aromatic chemicals for perfumes, soaps, and toilet preparations under the personal supervision and after processes of Prof. A. Kaufmann, formerly professor of organic chemistry at the University of Geneva.

Fox & Clarke Co., Inc., is well known to the American trade as the representatives for Pierre Dhumez & Co., Vallauris, France, manufacturers of natural floral oils.

Arthur G. Fox is president of the company; Frederick Dodge Clarke is secretary and treasurer, and Albert and Alfred Fox are directors.

The appointment of these new agents by Les Usines Allondon is in line with their plan to augment the sale of their synthetics in the American market, and Fox & Clarke Co., in anticipation of the needs of the American market, is making plans for expanding its facilities. Its announcement is made in an attractive insert between advertising pages 56 and 57.

David S. Bravo, vice-president of Gomez & Sloan, Inc., New York, had a number of exciting experiences on his recent trip to Mexico. He arrived at Vera Cruz while the revolution was going on, and when he was in Papantla, the city was taken by the Obregon forces, after two days of intense fighting, during which time bullets were flying in the streets in all directions. Another of his interesting experiences took place just after leaving Mexico City. The train in which he was riding was held up by the rebels. Mr. Bravo made a thorough inspection of the vanilla bean situation. He confirms the report that the crop is short, stating also that the cost of curing has been increased considerably this year by the "loans" (so called) forced upon the curers by the rebels. These loans were frequent and pro-rated in accordance with each curer's holdings.

Sidney Picker, general manager of the Trece Laboratories, New York City, has returned from a two weeks' trip through the Middle West, where he reports very active business.

The growing tendency for women to inquire from dealers the name of the manufacturer of powders offered under various trade names was clearly noticeable on several occasions when visiting some of the large stores, he reports.

Charles A. Rindell, of Charles A. Rindell, Inc., Chicago, Ill., manufacturers' agents, was in New York City early this month visiting friends in the trade. While here he arranged to take over the account of Simon Zinn, Inc., New York City, as Western representative, in addition to the other accounts handled by his company.

To take care of their increasing business, the Mixing Equipment Co., Inc., have moved their home offices and showrooms from 50 East 42nd street to more spacious quarters at 229-231 East 38th street. New York City. In these larger showrooms they will be able to show the mixers in operation and carry on various tests with mixing fluids of all kinds.

Frederick F. Ingram Co., Detroit manufacturing perfumer, has placed its advertising account for Milkweed cream and other toilet aids with the New York office of the Martin V. Kelley Co. advertising agency.

Louis Specicer Levy, Editor of The American Perfumer & Essential Oil Review, sailed on the Majestic, April 26 for England and the Continent. While abroad Mr. Levy will visit the principal sources of supplies of perfume materials in France, Switzerland and other countries and observe developments generally in the perfumery and allied industries. He will return early in June.

Stockholders of the Consolidated Fruit Jar Co., New Brunswick, N. J., at a meeting April 22, took action that will result in the future re-organization of the company. No details are available as yet for publication.

The host of friends of B. F. Adams, manager of the New York office of Filler Machine Co., who was seriously ill for some time, will be glad to learn that he has recovered. He returned to his office for the first time in many weeks early this month and is giving his full attention to business.

Elie Nadal, senior partner of the firm of Nadal, Desparmet & Cie, Nanterre, France, sailed on the Paris May 14

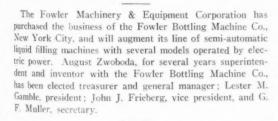
after a stay of about a month in the United States. Mr. Nadal spent the greater part of his time with the Belgian Trading Co., Inc., New York City, who are sole selling agents for his company in the United

States, Canada and Mexico

for its line of materials for perfumers.

The trip was primarily one of pleasure and ample opportunity was afforded for rest and recreation on the estate of Pierre Danco, president of the Belgian

ELIE NADAL president of the Belgian
Trading Co., Inc., at Engelwood, N. J., where Mr. Nadal
stayed during his sojourn.



Alice S. Tosh, office manager of Frank Z. Woods and the branch of the Federal Products Co., 180 North Market street, Chicago, has returned from a six weeks' tour which included Los Angeles, San Francisco, Salt Lake City and the Grand Canyon of Arizona. Mrs. Tosh spent much of the time at Long Beach, Cal., making excursions to Pasadena, Hollywood and other points of interest.

C. A. B. Zook, president of the Pennsylvania Soap Co., Lancaster, Pa., who has been spending some of the cold weather down in sunny Florida where he has a cocoanut plantation, recently put in twelve days fishing among the Florida Keys. Besides other finny catches Mr. Zook carried off the honor of landing the biggest tarpon of the season.

Carl Weeks, head of the Armand Co., of Des Moines, Iowa, whose energetic thoroughness in business sends him on a trip to Europe with less thought of worry than some New Yorkers would view a trip through the Hudson tubes to our American foreign sphere, Hoboken, is home again with Mrs. Weeks, from his third voyage abroad within less than two years, they having arrived recently on the Majestic. It was a quick trip, but it included trade conferences in London, Grasse, Italy and some other points on the Continent, with business predominating and very little social relaxation, except at Nice, where the accompanying illustration discloses an international confab over a snapshot that was taken in the Semmering Mountains, just outside of Vienna and which Xavier Goby is examining.

Both Mr. and Mrs. Weeks had a busy trip. Some of the incidents as narrated by the former are of interest, outside of the important engagements made for supplies for Armand:

"We didn't spend any time running around museums. I went over with definite things to do, and accomplished them, so I suppose I got a view of Europe such as does not come to



In Nice: Francois Goby, Carl Weeks, Mrs. Weeks, Xavier Goby, of Tombarel Freres, Grasse

the average traveler. My seasoned conclusion is this, that unless some man of power and influence can arise who will show the peoples of Europe that they must lay aside their jealousies and establish a confederation not unlike that we have in the United States, then the cycle of European civilization is drawing to a close.

"Personally, if I owned a blind pig anywhere in Europe I would sell it out and invest the principal in any good American bond. I made that remark to a wise Frenchman in Paris who knows the United States and he said, 'Well, if you owned a blind pig in Europe and sold it, why not go in the bootlegging business in America?"

"In addition to being fed up on travel over there, having to go each time in the winter and not knowing what it was to be good and warm from the time we left the States until we got back, there is another good reason why I should stay here. Every time I leave Steve gets into trouble. This time he got pulled by the police for speeding.

"We landed in Southampton, drove to Salisbury, where for a pound (\$4.28) I picked up a picture which since getting it home and cleaned I would refuse a hundred times as much of anybody's money.

"From there to London, where I had an interesting inter-

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perweed ce of view with the English boys and outlined the Armand advertising campaign for next year.

"Across to Paris for two days, then on to Vienna with a two-days' side trip into Germany. If you want a reasonably good idea of what has happened to Germany in recent months here is a first-class illustration. Between Lindau and Munich we went into the dining car. For a napkin we were served with a very ordinary piece of tissue paper nine inches square. I had previously tried their cigars and because they tasted like dried sauer kraut had given them up in favor of cigarettes, which composition resembled barnyard refuse. But I brought that cigarette box back as a souvenir. Observe this-between the time the box was placed in the dining car for sale with a price of 150 marks per cigarette, the prices had changed as follows: 150 marks; crossed out and raised to 1800; changed to 15,000; advanced to 220,000, and when I bought them I paid 250,000,000 marks for each of the eight cigarettes left in the box. Translated into American money, that is about five cents apiece. The mark now seems fairly stable at 4,200,000,000 to the dollar. It was our observation that Germany is the most expensive country

"From there we went on to Vienna to meet Savoly of Budapest, the manufacturer of KYX. We have some tons of it on the way.

"Leaving Vienna we went down to Venice where we spent seven cold hours. Mrs. Weeks and I had always wanted to have a ride down the Grand Canal by moonlight. We got the ride and had it under the romantic influence of the full moon but, believe me, those wet streets of Venice in winter are too cold, and the chill nips romance in the bud.

"In Venice we got down to the station and found that the porter in Vienna had bought sleeping car tickets for an afternoon train. As a result we sat up all night on the ride to Florence.

"Spent one busy day in Florence, then on to Turin where we were met by friends from France, who drove us over to Grasse. There I arranged for our next year's supply of flower oils, principally rose and jasmine. From there back to Paris for four days, and here we had a good example of what is happening to the French money. I bought three or four shirts in Paris and Mrs. Weeks had a dress, all to be made up while we were going around the circle. Because we owned dollars and had contracted for the goods in francs we had the advantage of a 20 per cent discount by reason of the fall of the franc during our absence.

"Almost everybody in Europe who can rake and scrape the price of ocean passage wants to come to America, and I don't blame them. I am glad to get back into a country where, in my opinion, life seems normal and in every way more livable than in any other country on the face of the globe."

The Meht & Daniel Corp., essential oils, is now located in its new quarters at 1 Liberty street, New York City, Room 1504; teiephone, John 2265. The company moved from its former address at 100 Hudson street on May 1.

H. E. Daniel, president of the American corporation, returned May 4 on the *Albert Ballin* from a two months' trip on business to Germany.

R. M. Stevenson, manufacturers' agent, Detroit, Mich., is now at 309 Morgan Building; telephone, Cadillac 9115. Mr. Stevenson represents Rhodia Chemical Co., White Metal Mfg, Co., S. B. Penick & Co., Archibald & Lewis Co.

American Perfumers' Laboratories, Inc., has begun production in its plant at 151-153 West 19th street, New York City. In its announcement on advertising pages 68 and 69 the company describes the use of a new process for manufacturing rouge and powder compacts.

The personnel of the company includes a number of men who are well known in the toiletries field. The president is Donald Dunbar, vice-president of the John F. Murray Advertising Agency, chairman of the Board of Directors of of the Dr. Fitch Corp., and American advertising and sales counsel for the Edward Lassere enterprises. A. E. Mullen, who is vice-president and general manager, has been associated with Parke, Davis & Co. and the Norwich Pharmacal Co., having been until recently Eastern sales representative for a prominent manufacturer. T. E. Ryan, Jr., who formerly was connected with one of the French perfumers, is to direct a department of design whose function will be to originate new models in vanity cases. B. H. Kreuger is in charge of production and Wendell Houch is treasurer.

The company reports a creditable volume of business already on its books from some well known perfumers,

C. F. G. Meyer, president of the Meyer Bros. Drug Co., St. Louis, has announced a three months' tour of Europe this summer. He will be accompanied by Mrs. Meyer and C. F. G., Jr.

The stockholders of the National Seal Co., Inc., Brooklyn, N. Y., have reelected the following directors for the ensuing year: P. A. Rockefeller, Henry Lockhart, Jr., S. F. Pryor, W. D. Ticknor, C. C. Goodrich, Thomas L. Briggs, S. Brinkerhoff Thorne, Nixon Lee, and Paul Muller. At the meeting of the board of directors held at 25 Broadway, Manhattan, the following officers were reelected: President, Thomas L. Briggs; vice-president, Nixon Lee; secretary and treasurer, Paul Muller.

President Briggs reported a 19 per cent increase in sales in 1923 over 1922 and the addition of 545 new users of Duplex Scals, making a total of more than 2,200; also, for the first four months of 1924, an increase of 180 new customers. He said: "Not only is seal volume increasing rapidly but a number of new developments have been added which guarantee still further increases. There are also large new orders in hand for the company's automotive parts business."

Richard H. Grimm, formerly manager of the Chicago office of the American Distilling Co., has been appointed general manager, with headquarters at the main office, Pekin, Ill. Albert L. Opper will be in charge of the Chicago office, and Charles W. Gray, Ph.D., chemical engineer, has been appointed superintendent of the company's plant.

Euthola Mfg. Co. has moved from St. Louis, Mo., to its home office and plant at 1705 East 18th street, Kansas City, Mo., where it will manufacture a line of toilet preparations. Although the company is only three years old, J. A. Stevenson, the president, reports that it is enjoying much prosperity and that its hair grower is leading its line of products.

Mr. Stevenson, it will be recalled, was formerly assistant chemist for the Sanitol Chemical Laboratories Co., of St. Louis, Mo.

The Pittsburgh sales branch of the Federal Products Co., Inc., industrial alcohol, of Cincinnati, is now located in Room 605, Empire Building, Pittsburgh.

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H. L. Heiter, manufacturer of metal specialties, New York City, is now recuperating at his private estate in the Adirondacks near Redfield, following an operation in a New York hospital. His friends will be glad to know that he is doing very well and is expected to be able to resume his usual activities very soon.

The Rotterdam on April 25 brought back from Holland two members of Polak & Schwarz, Ltd., of Zaandam, who have hosts of friends on this side. One was J. A. J. Wijnmalen, secretary of the company, who came to New York on one of his customary visits. His companion was Edward Schwarz, a director of the firm and in charge of its great Hilversum plant. Both had hoped to arrive in time for the annual convention of the American Manufacturers of Toilet Articles, which Mr. Wijnmalen has previously attended, but were unable to catch an earlier steamship.

Mr. Schwarz's visit is especially interesting, as it is his first return to America since he sailed for Europe on the Rotterdam on October 2, 1920, to take up new duties as a director of Polak & Schwarz that were made necessary as a



J. A. J. WIJNMALEN



EDWARD SCHWARZ

direct result of the death of his brother, Leopold Schwarz, the founder of this well known establishment.

Edward Schwarz acquired in early life an aptitude for the profession which he has followed and has had the advantage of both European and American experience. He is a chemical engineer of exceptional qualifications and for eight years before Polak & Schwarz called him back to Holland was connected with Walter Kidde & Co., New York. Mr. Schwarz is an American citizen and during the war developed various processes for Government use.

Both Mr. Schwarz and Mr. Wijnmalen are making their headquarters with the Wangler-Budd Co., their American representative, at 35 Fulton street, New York. They expect soon to take a trip through the Middle West, visiting A. C. Drury & Co., 420 Rush street, Chicago, who are representatives for the Wangler-Budd Co. in that territory.

Doublemint, one of the chewing gum products of the William Wrigley Jr. Co., Chicago, was a financial success because the company expended \$6,798,662 in advertising, according to a bill of exceptions filed by the company in Federal District Court against a Master in Chancery's recent finding of damages for \$3,718,063 in favor of the L. P. Larson, and its Wintermint product. Mr. Wrigley announced to the stockholders that the suit involves only an old and discarded color scheme, no longer used on the Wrigley labels.

F. E. Watermeyer, president of Fritzsche Brothers, essential oils, New York City, was a recent Chicago visitor.

N. H. Graesser, managing director of the Graesser-Monsanto Chemical Works, Ltd., Ruabon, North Wales, in company with Graesser Thomas of the London office of the company, arrived in this country on the Olympic April 30. During their stay they will visit the main office of the Monsanto Chemical Works in St. Louis.

Arthur P. Cutting, head of the perfume and cosmetics department of the T. A. Chapman Co., Milwaukee, Wis., in a recent survey of the market, reported a constantly growing demand for high class perfumes by women who formerly paid more attention to "moderate prices" than to quality.

Richard D. Kelleher, manager of the American office of Guerin-Pouyat-Elite, Ltd., Paris, France, was married to Miss Catharine Lawn, daughter of Mr. and Mrs. Wm. J.

Lawn, of Brooklyn, April 23. The ceremony was performed at the Church of Our Lady of Angels, by the Rev. J. Delehanty, an uncle of the bridegroom, who came from Bay City, Mich., especially for the purpose of officiating. A reception followed at the St. George Hotel, Brooklyn.

The marriage is the outcome of a romance begun during the war when Mr. Kelleher served as captain's writer on the *Leviathan*, and Miss Lawn was secre-



RICHARD D. KELLEHER

tary to Commander Pyne, Supply Officer of the New York Navy Yard. The couple met for the first time in the service, in the New York Navy Yard. They left for a brief honeymoon at Atlantic City, and then went to house-keeping in Bay Ridge, Brooklyn.

Miss Lawn was prominent in society among the younger set of Brooklyn, and is active in the affairs of the First Women's Post of the American Legion, the Edith Cavell Post No. 1. Mr. Kelleher is a member of the Engelwood Post No. 76 in which he was active during his residence in Engelwood with his parents, Mr. and Mrs. Wm. Kelleher, up to the time of the wedding. Mr. Kelleher was educated at the University of Chicago and has been affiliated with the Copeland-Spode China Agency and Guerin-Pouyat-Elite, Ltd. since he left the service.

William Prentice, president of Guerin-Pouyat-Elite, Ltd., Paris, who has been touring the factories and branches of the company in Europe and America, left for Montreal May 10, after a stay in the New York office. He will sail this month for France.

Reuter-Barry, Inc., New York, Barry's Tricopherous for the hair, and Reuter's soap, plans a newspaper campaign in New York territory on the latter product. The advertising account has been placed with the Lawrence Fertig Co., advertising agency of New York.

Willis H. Booth, vice-president of the Guaranty Trust Co., New York, and a director of the Sierra Talc Co., of Los Angeles, Cal., sailed for Europe on the Majestic on April 26 in connection with his duties as president of the International Chamber of Commerce,

George V. Sheffield, vice-president of Innis, Speiden & Co., New York, is back at his desk after having been laid up at home by an injury to one of his feet.

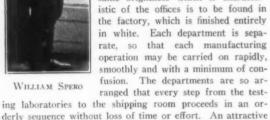
New York Merchants' Association reports the election to membership of the Elcaya Co., Inc., H. C. MacBride, president, 71 First avenue, Long Island City, N. Y.

N. E. Farris is reported to have purchased a ten-acre site in Jacksonville, Fla., to build a soap factory.

Le Marcelino Co. celebrated its first anniversary in its big new home at 189-191 Sixth avenue, New York City, into which it was compelled to move recently on account of its

steadily expanding business. The new factory and offices are located together, and the combined space available for the company is four times that formerly had at the 18th street factory and the Fifth avenue offices.

In the new location, the executive offices, reception and display rooms are together and lead into the private offices of William Spero, general manager of the company. The offices are finished in mahogany, and are well lighted naturally and artificially. The same brightness which is characteristic of the offices is to be found in the factory, which is finished entirely in white. Each department is separate, so that each manufacturing operation may be carried on rapidly, smoothly and with a minimum of confusion. The departments are so ar-



rest room is provided for women employees and practically every mechanical facility available has been employed to guard against the possibility of accidents in the plant. The layout of the factory and offices is largely the work

of Mr. Spero, under whose energetic management the company has made commendable progress in the last year. Mr. Spero is extremely modest and offers as the reason for success the time-tried formula "work."

Le Marcelino Co. was organized a little over a year ago by Marcelino Cardenas Hernandez, and with him are associated Mr. Spero and Jacob E. Horst. Mr. Horst is in charge of the laboratories.

H. C. Ryland, importer and exporter of essential oils and aromatics, 52 Laight street, New York City, announces that William Spreter has been appointed to look after the firm's interests in the Chicago office, Max Berger having been compelled to take a leave of absence owing to ill-health. It is hoped that Mr. Berger's health will improve so that he may resume his duties in the near future.

Joseph Baird Magnus, treasurer of Magnus, Mabee & Reynard, Inc., New York City, plans to conduct some interesting experiments this year in growing various flowers, herbs, etc., for the distillation of essential oils at his summer home in Greenwich, Conn. A tract of 22 acres is available for the work and Mr. Magnus is working in collaboration with one of the leading horticulturists of the East.

Richard M. Krause is now located in new, larger and more attractively appointed offices at 130 West Forty-second street, Bush Terminal building, New York City, where added facilities are provided for giving more complete service to his customers. In his attractive announcement on advertising pages 82 and 83 the experience and service offered by his organization are emphasized.

Mrs. Daisy Latimer, of New York, formerly connected with the Hudnut and other organizations, has taken charge of the new toilet goods department in the store of the Clark W. Thompson Co., Galveston, Texas. Mrs. Latimer is a registered pharmacist and has had long experience in the toilet goods and cosmetic

SHOPPING MAY GROW MORE COMPLICATED.



Just the idea of the cartoonist of the Chicago Daily News anent the carrying out of the new restrictions in relation to the sale and use of industrial alcohol. Arthur Fortune, one of the leading figures in the toiletry industry in the Middle West metropolis, is entitled to the thanks of our readers for this bright bit of very dry humor,

Pfaltz & Bauer, Inc., New York City announce that they have secured the exclusive agency for the United States of Lienau & Co., Ueringen, Germany, specialists in the manufacture of terpineol.

Post Office officials are urging advertisers to put street and number in their announcements, as a means of expediting the mails and obviating much waste work in the service. It is a good idea and a majority of our advertisers have realized its value, as is shown by an inspection of the pages devoted to their offerings to the trade.

Warning regarding a crook who is victimizing business houses by placing large orders and then asking for a loan has been issued by the Van Vleet-Mansfield Drug Co., of Memphis. The swindler is described as 5 feet, 10 inches in height, weighs about 170 pounds, 38 or 40 years old and has bad teeth. Firms that do business with the company are his particular prey, but others may be approached by him.

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Etienne Descollonges, of Descollonges Freres, Lyon, France, has returned home after spending five weeks in the United States where he visited the trade in New York, the Middle West and Canada. While in the United States, Mr. Descollonges made his headquarters with Benj. French, Inc., New York City, American and Canadian representative for the firm.

The firm of Descollonges Freres was established in 1905



WORKS OF DESCOLLONGES FRERES, LYON, FRANCE

by the two brothers, Etienne and Louis Descollonges, with the main offices and factory at Villeurbanne, Lyon, France. An office is also maintained in Paris at 54 Faubourg Montmartre. The firm specializes in the manufacture of aromatic chemicals and its research laboratory is under the personal direction of Louis Descollonges, while Etienne Descollonges is in charge of sales. Etienne Descollonges is well known in the United States, which he visits regularly late in the spring of each year. He also makes periodic trips to many other parts of the world, visiting and assisting representatives of the firms.

The accompanying photograph just received by George Grunberg, president of the Scientific Specialties Co., Inc., New York City, was taken in Meuselbach, Thuringia, Germany, in front of one of the three factories of the Scientific Specialties Co., Inc. It shows Mr. Grunberg surrounded by a group of youngsters, some of them being children of



GEORGE GRUNBERG AND HIS LITTLE FRIENDS

his employees, and was taken on Mr. Grunberg's recent trip abroad. Despite his comparatively short stay in the district, Mr. Grunberg proved to be very popular with the little folks and each evening when he left the factory he found them gathered about the doorway to say good-night to him. Only the most courageous ones are shown in the photograph as some of them were afraid to face the camera.

Compagnie Parento, Inc., in addition to having just established its Paris office at 32 Rue de Courcelles, Levalois, has branched out at home, having added to its American sales force Chalmers B. Miles, who will make his headquarters at the compagnie's New York City office, 505 Fifth avenue. Mr. Miles needs no introduction to the perfumery trade as he has been long identified as an active figure in this line. In addition to this and other New York cities Mr. Miles will visit Philadelphia, Baltimore and Washington.

J. Leyden White, nationally known by his pen name, "Joel Blanc," and a contributor for many years to drug and other trade journals, has been appointed editor of the American Paint Journal, St. Louis.

Harold H. Sherwood, president of the Sherwood Petroleum Co., Inc., of Brooklyn, returned to his office late

Saturday evening, May 3, to get a check book he had left in his desk. Upon entering the office, alone and unarmed, he saw himself suddenly confronted by an intruder named Samuel Gallagher, who had previously served several terms in Sing Sing and Elmira, and who was on a twenty-two months' parole. Several burglaries had happened in the office before, and while Gallagher never confessed to the previous ones, indications pointed out that these robberies



HAROLD H. SHERWOOD

were committed by the same man. Gallagher is a man of powerful build, but Mr. Sherwood, with his customary presence of mind and courage which gave him the Croix de Guerre in the Argonne Forest, single-handed and unaided, subdued the criminal, bundled him into his car and drove him to the police station. Gallagher was held in \$5,000 bail for the Grand Jury.

Houchin-Aiken Co., Inc., soap and glycerine machinery, now has its main office at the factory in Hawthorne, N. J., where correspondence should be addressed. The telephone is Lambert 2809. The New York office is located at 50 Church street, Room 367; telephone, Cortlandt 7786. The New York office is maintained as a convenience for the company's friends and customers, but the staff of the Brooklyn office has gone to the Hawthorne plant. Appointments to meet representatives may be made through the New York office.

Fries & Fries Co., Cincinnati, Ohio call attention in a special announcement on advertising page 106 to the service they are prepared to render manufacturers of perfumes and toilet preparations without cost, in order to insure maximum results from the use of synthetics and aromatic chemicals.

In another announcement on page 6 the company lists and describes briefly a number of its specialties.

Current business of United States Industrial Alcohol Co. is as good as it was during the same period last year, according to Horatio S. Rubens, chairman of the board. The first six months of a year, according to Mr. Rubens, are never the best period, but last year, and also this year, the business of the company during the first half has been exceptionally heavy.

It is the intention of the company to place on the market this year a new production, an alcohol derivative, which promised to furnish the company as entirely new source of revenue. At present the management does not care to make known just what this new product will be.

As regards the use of alcohol as a substitute for gasoline, Mr. Rubens informed the stockholders at the annual meeting that such a plan was practicable and a special grade of alcohol manufactured by the company was being used in airships and by certain automobile owners who desired maximum power and efficiency regardless of cost.

Mr. Rubens said that so long as gasoline was selling at present levels and it was possible to sell alcohol for industrial purposes other than as motor fuel at much higher prices, it could not be expected that any great amount of alcohol would be sold as motor fuel. He added, however, that if the alcohol business of the company should fall off and prices for its alcohol output decline materially, it would then be possible to dispose of some of the surplus alcohol as a substitute for gasoline. From present indications, Mr. Rubens said, there was no likelihood of reduction in the price of alcohol that would bring it down to a level that would make it possible to compete with gasoline.

Louis Lurie, head of the Benthei Mfg. Co., hair tonics, 59 Beekman street, this city, and Benjamin Miller and Philip Katz, connected with the Dimond Drug Co., 68 William street, this city, were held in \$10,000 bail each this month, following indictments charging them with violation of the Prohibition and Internal Revenue laws.

Meridan Industrial Alcohol Co., this city, and twenty-seven individuals have been indicted by a Federal Grand Jury at Newark, N. J., for alleged conspiracy to defraud the government of \$222,296 in taxes. Government agents testified that bribes had been offered to gaugers at the concern's plant for permitting the illegal removal of alcohol.

Michael De Mattia, president of the De Mattia Chemical Co., 136 Liberty street, waived removal proceedings in the Federal Court, New York, recently, to answer an indictment in Newark, N. J., charging him with conspiring to defraud the government of taxes on denatured alcohol. Bernard L. Fuerstein and Mack Lehman, named in the indictment, were held in \$2,500 bail each. Meridan Industrial Alcohols, Inc., of Newark, is charged with receiving alcohol under a permit and shipping it to the De Mattia Chemical Co.

American Can Co., New York City, contributes another interesting discussion on the application of lithography to metal containers for toilet preparations in its announcement on advertising page 9, the subject being the container illustrated in color on the front cover.

A specimen of the certificate of quality issued to buyers by the Rossville Co., Lawrenceberg, Ind., is reproduced in the company's insert between advertising pages 96 and 97. A discussion on 'Experience' forms the theme of a brief but interesting history of Bruno Court, S. A. Grasse, France, for whom Morana, Inc., are exclusive American agents, in the Morana insert between advertising pages 16 and 17 of this issue. The products offered by other principals for whom Morana, Inc., are agents are also discussed in the insert.

Benton, Holladay & Co. have moved from their former address at 360 West 30th street to new and larger quarters at 444 West 26th street, New York City, where their facilities for manufacturing glass rod stoppers, etc., have been materially improved.

Perfumers were much interested in one of the features of the last honors paid to Eleonora Duse, the famous Italian actress, who died recently in this country. Some little time prior to her last illuess she had ordered a giant candle, perfumed with orange blossoms, as a gift for the shrine in the chapel of the Church of St. Vincent Ferrer in her home town in Italy. The candle, six feet tall, went with her body and was to shed its radiance beside her bier.

A prominent essential oil man, commenting on the candle episode, said: "About three years ago compacts came on the market, and many of the perfumers thought at first they were a fad and that the demand would die out in a short time. It soon became evident that compacts had come to stay. Besides they have not affected the sale of face powder in the least.

"What is more logical," he asked, "than to suggest that a perfumer who is putting up a handkerchief perfume, cream, powder, etc., should add perfumed candles to his line?"

Southern Extract Co., flavoring extracts, Raleigh, N. C., is a new company, with these officers: President, E. A. Hawes, Jr.; secretary and treasurer, W. E. Hawkins.

White Tar Co., of New York City, owner of the Rick-secker line of perfumery, recently increased its capital stock from \$200,000 to \$250,000.

Recent business troubles include the following:

James Drug Co., 172 Fifth avenue, New York; voluntary bankruptcy; liabilities, \$44,652; assets, \$27,134, main items being accounts, \$16,134; stock, \$7,500; fixtures, \$2,500. Principal creditors are H. L. Schaeffer, \$19,164; C. J. Campbell, \$11,000.

Irvington Soap Mfg. Co., 376 Coit street, Irvington, N. J.; receiver asked for by Bernard Mindes for a client.

Lack of "magic mud" from Russia failed to put the International Kazbek Co., 123 Greene street, Jersey City, into a receiver's control on May 6. The company showed Vice-Chancellor Church it had \$52,000 assets to offset \$1,000 liabilities. A stockholder had become impatient because the "mud" was delayed in reaching the laboratories.

Nedelco D. Smiloff, who spent a good part of last year in America in the interests of Rosova Banka, of Kazanlik, Bulgaria, and who sailed Eastward on February 2, we are advised reached home safely in due time. The outlook on his return he found to be tending toward higher prices for otto of rose to be distilled from the next harvest.

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BANQUET SCENE AT THE GOLDEN JUBILEE ANNIVERSARY OF GEORGE SCHMITT & CO., BROOKLY N. N. Y., APRIL, 26, 1924.

In celebration of its 50th Anniversary, men and women who have grown up with the organization of George Schmitt & Co., Inc., lithographers, Brooklyn, N. Y., gathered together at Trommers, Brooklyn, on the evening of April 26 to honor their chief, George Schmitt with a testimonial dinner. About 150 were present.

The affair was a complete surprise to Mr. Schmitt and was attended not only by members of the organization, but by a host of friends who took the opportunity to congratulate Mr. Schmitt on the long and useful life of the organization.

William T. Campbell acted as toastmaster and at the conclusion of his introductory address, presented a beautiful loving cup on behalf of the employees to Mr. Schmitt as a token of their sincere good will and friendship; and to Mrs. Schmitt was given a large bouquet of flowers. Mr. Schmitt responded in a brief address thanking the management and the employees for their loval support.

William H. Gunther then presented suitably engraved gold watches to the veterans of the organization who have been with the company for over 25 years. These were: William Hausmann, John Wolf, Fred Reuterschan, Fred Lenz, Joseph Haffner, Henry Ruhl and Gustave Renner. In accepting the gift each man took the occasion to express his appreciation of the organization. Mr. Gunther also made an address and he was followed by William Krone of the United Drug Co. Charles Doehler and Harry Weber rendered vocal selections.

Throughout the dinner instrumental music was played, and at the conclusion the tables were cleared away and the younger folk enjoyed dancing until an early hour the following morning.

Palmolive Co., of Milwaukee, continues to spread out its sales agencies in addition to doing a vast amount of advertising throughout the country. The latest move is to establish an office in Springfield, Mass., where quarters have been rented in the new Birnie Building. T. J. Herald has

been appointed district manager and thirty salesmen will be traveling out of Springfield soon. E. H. Little, general eastern sales manager, presided at a preliminary dinner held recently at the Kimball Hotel.

Lehn & Fink, Inc., New York wholesale druggists, gave a banquet recently in Luchow's Restaurant to celebrate the fiftieth anniversary of the establishment of the firm. The guests, numbering about 150, included the executives, their wives, and all others who had been with the firm for lifteen years or more. F. W. Fink, one of the founders, was an honored guest. At each diner's place was a forty-eight page book, "Fifty Years," an illustrated history of the progress of Lehn & Fink, Inc. G. M. Murray, advertising manager, read a cablegram from Edward Plaut, president, who is in Europe on business. T. E. Caruso, R. R. Lampa, Joseph Plaut, F. W. Fink, Gerald Fahrenholz, Phillip Toussaint and Andrew Askew were speakers at the dinner.

Grafton B. Perkins and Homer M. Clark have been appointed associate advertising managers of Lever Brothers Co., Cambridge, Mass., Lux. Rinso, Sunlight, Twink soaps, etc. Mr. Perkins was formerly advertising manager of the Resinol Chemical Co., Baltimore, and was more recently with Hewitt, Gannon & Co., Inc., New York advertising agency. Mr. Clark was formerly with Doremus & Co., advertising agency, also of New York.

Colorado Soap Co., Inc., with offices in Denver and plant at Johnstown, Col., has elected the following officers for the coming year: President, George Dunn; vice-president, Charles Binder; treasurer, W. E. Letford; secretary, I. H. Mercer; directors, D. I. Bosworth, Fred Harsch.

Charles Rosevear of the firm of Thurston & Braidich, New York City, sailed with Mrs. Rosevear, April 30 on the Franconia for a two months business and pleasure trip to Europe, which will include visits to London, Paris and Marseilles.

### NEW INCORPORATIONS

Marjolet, Manhattan Borough, New York City, perfumes, 250 shares common stock, no par value; R. Steinacher, F. Widmer. (Attorney, E. M. Hawkins, 256 Broadway.)

Jersey Smile, manufacture toilet preparations, \$100,000 capital stock, has been incorporated in Delaware by Julius C. Fritz, A. Fritz, M. C. Pettey, New York. (Corporation Title and Guaranty Co.)

Les Perfumes de Rosin, Wilmington, Delaware, toilet articles, \$10,000. (Corporation Trust Co. of America.)

Collidal Soap Products Corp., New York, \$1,250,000 capital stock, incorporated in Delaware by Samuel C. Wood. (U. S. Corporation Co.)

Florence Orvis, Manhattan Borough, New York City, toilet preparations, 50 shares preferred stock, \$100 each; 100 common, no par value; F. C. Orvis, W. F. E. White, J. C. Tomlinson. (Attorneys, Tomlinson, Coxe & Tomlinson, 15 Broad street.)

Nagayama & Co., Manhattan Borough, New York City, perfumes, \$100,000 capital stock. H. Nagayama, S. Farco, E. B. Toole. (Attorney, T. L. Ernst, 140 Nassau street.)

Solidoil Products Co., Wilmington, Del., manufacture soap, \$200,000 capital stock. (Colonial Charter Co.)

Vic Mfg. Co., New York, manufacture soaps and medicines, \$50,000 capital stock. R. E. Carpenter, E. R. Parsons, H. C. F. Leddin. (Attorney, D. A. Wilson, 15 Park Row.)

Loreal, New York, manufacture hair dyes, 1,000 shares common stock, no par value; B. M. Douglas, A. S. Perry, O. V. Schrenck. (Attorneys, Hornblower, Miller & Garrison, 24 Broad street.)

Salko Co., Inc., manufacture toilet articles, \$1,000,000 capital, has been incorporated in Delaware.

National Soap & Products Co., Milwaukee, Wis., \$5,000 capital stock, has been incorporated by William W. Davies, Hyman Epstein and Bernhard Gettelman.

Conine Co., Williamston, N. C., barbers' supplies, etc., \$100,000 capital stock; Julius S. Peel and Elbert Peel, Williamston

Pryde Pharmacal Co., Hannibal, Mo., toilet preparations, \$20,000 capital stock, has been incorporated by Henry Riedel, O. M. Friend, George A. Mahan, Dulany Mahan, L. H. Tutt, Frank Johann, Louis J. Huengel and Evan M. Jones.

Dr. Lucian R. McCollom has become visiting physician to the Oxzyn Co., at its extensive plant covering the entire block between 21st and 22nd streets, in 11th avenue, New York City. Dr. McCollom has been conducting a daily clinic for the last year at the Vogue Publishing Co., for its numerous clerical staff, and is now duplicating this service for the Oxzyn Co., with its five to six hundred employees. A daily physical examination is made and this inspection is continued until all employees are satisfactorily passed. The clinic is in the nature of welfare work and has in view the keeping of all employees in a healthful condition. The cost is borne wholly by the Oxzyn Co., which also considers this medical service to be an insurance and safeguard to the many private formulae customers whom the Oxzyn Co. serves with its special rouge, powder and puff products. Dr. McCollom, in addition to other duties, is visiting physician to the Midtown Hospital, and also operates at the Tonsil Hospital, adjoining his office, 149 East 62nd street. During the war he was captain Surgeon at the large General Hospital at Rahway, N. J., and at Camp Devins, Mass.

## BOOK REVIEWS

"HANDBUCH DER KOSMETISCHEN CHEMIE," Hans Truttwin, Verlag von Johann Ambrosius Barth, Leipsig. Second edition.

That Dr. Truttwin's book on the chemistry of cosmetics found a ready market is evidenced by the fact that the second edition is now before us. The first edition was published at Easter, 1920; the second edition in February, 1924. This is not a bad showing for a book on any scientific subject. But then ,good books on cosmetics are few in number, and this is a good book. It is comprehensive and exhaustive. The title, "Handbuch der Kosmetischen Chemie," is not well chosen, for chapters on anatomy, physiology, hygiene, etc., do not belong in a text book on any branch of chemistry. Truttwin's book is a collection of articles, written by physicians and chemists of note. Its scope comprises every phase of cosmetic endeavor, from its history to its statistics, as well as its chemical, anatomical and physiological aspects. Nothing seems to have been omitted. Truttwin states that his book represents a humble attempt to awaken the interest of the scientific chemist in the field of cosmetic chemistry, which is rich in problems. He hopes that this field will be placed upon a solid scientific basis. To this we can but say "Amen!"

The second edition of the Handbuch follows closely the arrangement of subjects in the first one. A new chapter, "Objects of Cosmetic Chemistry," has been added. It is written by Dr. Felix Juliusberg. Additions have been made to some of the other articles. The chapters on "Paints and Powders" and on "Alcohol" have been shifted to the end of the book, for technical reasons.

The book is printed in large type, easy to read and quite free from orthographical errors, although the "Wischwasser," on page 11, raises the doubt as to whether it is meant to be "Mischwasser" or "Waschwasser."

All in all, the book is excellent, and should be in the library of everyone interested in cosmetics. It is a veritable encyclopedia, and is especially valuable on account of the numerous references to the literature.

It is to be hoped that an English edition will be made available at not too distant a time.

C. P. Wimmer.

"Vorschriftenbuch zur Herstellung Kosmetischer Praeparate." (Book of Formulas for Cosmetic Preparations) by Dr. Ermer. Nuernberg, Verlag fuer Aertzte und Apotheker, no date. 16 mo., 78 pp.

This little formulary is somewhat more practical than the average of such compilations. Most of the recipes have the merit of simplicity, and most of the materials called for are regular commercial articles. The simplicity is sometimes overdone, however, as in the case of the perfuming of many cosmetics, which is directed to be done with a few drops of a single essential oil, in many instances. Dr Ermer's pharmacy is not always unexceptionable, as, for example, when (p. 8) he directs that 5 grams of ouinine sulphate be dissolved in a liter of water, which is insufficient, or when (p. 9) he directs the addition of tincture of cantharides to an aqueous hair wash, in which the active principle of cantharides would be practically entirely insoluble. Other instances might be noted. The pharmaceutical "elegance" of most of his preparations leaves much to be desired, and many of them would certainly spoil in a short time,-a serious defect in a commercial cosmetic article.

(Continued on Page 158)

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## IN MEMORIAM FOR DEPARTED FRIENDS

ARMANT, DR. EDMUND S., perfumer and linguist, Binghamton, N. Y., May, 1915.

BALDWIN, BENSON D., a pioneer perfumer, Hill Crest, South Haven, Mich., May, 1917.

BRITTAIN, JOHN HART, hair tonics, New York, May, 1919. BRUSH, WALTER C., sales manager of Roxtan, Inc., previously with Colgate and Vivaudou, New York, May, 1922. BURGOYNE, JOHN, general manager of the Economy Soap Products Co., Dayton, Ohio, May, 1918.

DOLMAGE, ROBERT HENRY, soaps, Brooklyn, May, 1909. DRAPER. GEORGE B., soap, Pawtucket, R. I., May, 1921. FINN, ALFRED G., soap, Syracuse, N. Y., May, 1921.

FITZPATRICK, JOHN A., president of Fitzpatrick Bros., Inc., soap manufacturers, Chicago, Ill., May, 1922.

FRENCH, WILL C., representative of Adolph Spiehler, Inc., Rochester, N. Y., May, 1920.

GALLET, CHARLES EDMOND, head of the perfumery house of Roger & Gallet, Paris, May, 1917.

HATHAWAY, CHARLES C., son of W. T. Hathaway, of Colgate & Co., New York, May, 1909.

HENDERSON, WILLIAM D., president Henderson Lithographing Co., Cincinnati, May, 1920.

HIGGINS, THOMAS C., soaps, Brooklyn, N. Y., May, 1909. HINCHMAN, JOHN MARSHALL, of the Michigan Drug Co., Detroit, Mich, May, 1912.

Loges, Carlos, Weehawken Heights, N. J., James Pyle & Sons, founder of Pearline, May, 1912.

LOWREY, WM. M., vice-president of the Carr-Lowrey Glass Co., Baltimore and New York, May, 1915.

Lyon, Whitney, head of tooth powder manufacturing firm of I. W. Lyon & Sons, New York, May, 1919.

MANN, JASON, soaps, Montague, Mass., May, 1917. MITCHELL, JOHN R., head of J. R. Mitchell & Co., soap manufacturers, Brooklyn, N. Y., May, 1918.

PROCTER, HARLEY THOMAS, retired member of Procter & Gamble Co., Cincinnati, May, 1920.

QUACKENBUSH, HARRY W., general manager of the Globe Soap Co., Cincinnati, May, 1921.

RECKNAGEL, JOHN H., first president of American Spice Trade Association, New York, May, 1922.

RICHARDS, DANIEL, soaps, Woodstock, Ont., May, 1914. RUECKERT, FRED E., vice-president White Metal Manufacturing Co., Hoboken, slain by burglar, May, 1920.

RYAN, HOADLEY, secretary and treasurer of the Ryan Soap Co., Cincinnati, Ohio, May, 1919.

SCHWARZ, LEOPOLD, founder and proprietor of Polak &

Schwarz, Zaandam, Holland, May, 1920. Schwahn, Bertram E., husband of Mrs. Mathilda R. Aubry, president of Aubry Sisters, Inc., New York City, May, 1923.

SELICK, CHARLES H., of Wood & Selick, bakers' and confectioners' supplies, New York, May, 1908.

SMITH, WILLIAM H., president of the Elsinore Co., Poughkeepsie, N. Y., May, 1917.

SOLVAY, ERNEST, originator of the Solvay soda process, Brussels, Belgium, May, 1922, aged 84 years.

STONE, CLARENCE G., manager New York branch Lambert Pharmacal Co., St. Louis, Mt. Vernon, May, 1919.

STONE, I. FRANK, for ten years head of National Aniline & Chemical Co., New York, May, 1920.

UNGERER, MRS. LYDIA A., widow of W. P. Ungerer and mother of W. G. Ungerer and F. H. Ungerer, respectively president and vice-president of Ungerer & Co., New York, May, 1923.

WEST, SYLVESTER S., Abner Royce Co., Cleveland, Ohio, former vice-president Manufacturing Perfumers' Association and active in the Flavoring Extract Manufacturers' Association, Cleveland, May, 1919.

WOOD, ALVAH ULYSSES, perfumer, Detroit, May, 1906.

## Joel E. Goodrich

Joel E. Goodrich, an active member of the American Manufacturers of Toilet Articles, and president of the Goodrich Drug Co., Omaha, Neb., died from pernicious anemia May 5 at his apartment at the Tadousac, in that city. Mr. Goodrich had been in poor health for a year and a half and had returned two weeks previously from California, where he had gone for his health. Mr. Goodrich was born 62 years ago in Marysville, O. He had been a resident of Omaha for 20 years. He was a prominent member of the Happy Hollow club, of the Chamber of Commerce and was a charter member of Mizpah Masonic lodge, No. 302. He was also a Scottish Rite Mason and a Shriner.

Mr. Goodrich is survived by his wife, Mrs. Mabel Goodrich, and three sons, Emerson and Howard of Omaha and Orla Goodrich of Chicago. A daughter, Helen, died several years ago. Howard Goodrich has served several terms on the Executive Board of the A. M. T. A.

Rev. C. N. Dawson, paster of the Walnut Hill Methodist Church, of which Mr. Goodrich was a member, officiated at the funeral. A Masonic service was held at the grave in Forest Lawn Cemetery.

## Mrs. Francis W. Jones

Mrs. Brema M. Jones, wife of Francis W. Jones, president of the Melba Mfg. Co., Chicago, Ill., and former president of the Manufacturing Perfumers' Association, died suddenly in St. Luke's Hospital, Chicago, May 5.

Mrs. Jones had been touring the Mediterranean since last February and while in Egypt she was taken ill with an infection in her ear. This troubled her considerably and in Paris, while on her return, she became quite ill. Her husband left to join her and both returned on the Reliance which arrived in New York, April 25. On the trip across, Mrs. Jones was quite ill but despite this the couple left for Chicago, the following day. She was immediately taken to the hospital and her condition became worse until the end, May 5.

Mrs. Jones was Miss Brema Coons and her acquaintance with Mr. Jones began in childhood. They were married about forty years ago, and when the Melba Mfg. Co. was formed about 30 years ago, Mrs. Jones became vice-president, a position she held up to the time of her death. She was always interested in the affairs of the company and much of its remarkable success is attributed to her timely suggestions. Among the employees of the company she was beloved and in Chicago where she lived, she was known among the worthy poor for her many thoughtful acts of kindness

She is survived by her husband and a brother, Sandford Coons, and her sister, Mrs. A. G. Jones, who married F. W. Jones's brother. Funeral services were held at the home 843 Drexel Square, Chicago, May 8, and interment was made in the family mausoleum at Oakwood Cemetery.

### George H. Carter

George H. Carter, long prominent in the American Spice Trade Association, and treasurer and general manager of the D. & L. Slade Co., importers and grinders of spices, Boston, died April 24 of malaria on the Cunard liner Samaria in Yokohama harbor. He was sixty-five years old.

Mr. Carter was born in Chelsea, Mass. At the age of fifteen years he began work as office boy for David Slade, founder of the Slade business. He had been treasurer and general manager nineteen years.

Mr. Carter served in both branches of the old city government of Chelsea, and was mayor in 1895 and 1896. A few years ago he established a new home at Brighton, Boston. A widow, who was with Mr. Carter on his trip around the world, survives.

## Obituary Notes

Calvin G. Hutchinson, who represented Colgate & Co. in New England for thirty years prior to 1900, died in Boston on April 11 at the age of 88 years.

Samuel S. Buzby, Baltimore, district manager for the Procter & Gamble Distributing Co., Cincinnati, since 1918, died at his home in Baltimore, April 10. He was born February 16, 1850. A widow, son and two daughters survive.

William R. Carson, superintendent of the St. Croix Soap Co. at Saint Stephen, N. B., died April 16. He was born in Cambridge, Mass., 60 years ago.

William Dock, veteran Cincinnati soap manufacturer, died in April, aged 71 years. He came from Alsace in 1870. His wife, a daughter and three sons survive.

Col. Charles F. Weller, veteran of the Civil War and president and general manager of the Richardson Drug Company, Omaha, Neb., died May 6. He would have been eighty years old on May 16. He was the oldest past president of the National Wholesale Druggists' Association. He left a widow, two sons, Harry S. and Clifford R. Weller, vice-president and sales manager, respectively, of the Richardson Drug Company, and five daughters, Mrs. J. W. Fisher and Mrs. F. W. Clarke, Omaha; Mrs. C. B. Walker, Syracuse, N. Y.; Mrs. R. E. Cranville and Mrs. H. E. Thomas, Denver.

Isaac Sherwood Coffin, of Coffin, Redington & Co., whole-sale druggists, New York and San Francisco, died May 7, at his home in Brooklyn. He was eighty-two years old. Up to a few years ago, Mr. Coffin was an active member of the National Wholesale Druggists' Association, and for several years was a member of the association's committee on proprietary goods. A widow, three sons, Fred L. and Willets, of New York, Sherwood, of San Francisco, and a daughter, Miss Helen, of Brooklyn, survive.

## BOOK REVIEWS

(Continued from Page 156)

Dr. Ermer is laudably scrupulous in warning the reader against ingredients of poisonous or harmful nature, with the exception of resorcin and beta-naphthol in hair tonics, which have been known to discolor the hair and even to cause idiosyncratic eruptions of the scalp. There is nothing strikingly modern about most of his formulas, those for hair oils and cold creams, for example, antedating the days of white petroleum oils. The most extreme examples of antiquity are the formulas for perfumes, which are innocent of all synthetics except coumarin, vanillin and heliotropin. The use of camphor, glycerin and absolute alcohol in perfume extracts also is hardly usual at the present day.

One might quarrel with something on almost every page of this little book, but in truth it is no more antiquated and

unscientific than the majority of cosmetic formularies, and is certainly more rational and less deceptive than several far more pretentious books which might be mentioned. In the hands of an experienced and practical chemist or pharmacist, it might be very useful, or at least suggestive.

-DUDLEY H. GRANT.

YEAR-BOOK OF PHARMACY AND TRANSACTIONS OF THE BRIT-ISH PHARMACEUTICAL CONFERENCE, 1923, published by the Pharmaceutical Press, 17 Bloomsbury Square, W. C., London.

This is a volume of more than 800 pages and numerous interesting abstracts are given of recent literature in the divisions devoted to essential oils, fats, fixed oils and waxes, gums, balsams and resins, and plant analysis, as well as perfumes. The abstracts were edited by J. O. Braithwaite, Ph. C. The volume is a valuable reference book.

## NEW PUBLICATIONS, PRICE LISTS, ETC.

"The Superintendent," published by the Karl Kiefer Machine Co., Cincinnati, Ohio, for April has just been received. It is filled with a lot of interesting information regarding employees' co-operation and other matters appertaining to factories and equipment, with a special feature in the "Men We Like to Know" series on George P. Williams, whose numerous activities are known to many of our readers, gracefully penned or perhaps typed by the man who knows them all, E. E. Finch.

UNGERER & Co., 124 West 19th street, New York, have made some very timely announcements to the trade recently. In one they say, in part, as representatives of Stafford Allen & Sons, London;

"It is no compliment to either consumers or dealers to say that fully ninety per cent of the oil sweet almonds sold here is misbranded, yet this statement is literally correct. It should be clearly understood that most of the oil offered as oil sweet almonds is actually a blend of little, if any, true almond oil, with peach and apricot kernel oil and other vegetable oils of less respectable ancestry. Under the circumstances, the best insurance against fraud is to specify Oil Almonds Sweet True, 'Allen,' which carries an absolute guarantee of genuineness and purity. For those who demand a cheaper product, 'Allen's' Oil Peach Kernel is more satisfactory and more economical than the misbranded article."

On the Otto of Rose situation, Ungerer & Co. has issued a circular in which the following information is given:

"On Otto of Rose, higher prices are in prospect. The production in Bulgaria has been far below normal for several years. The larger producers have already closed contracts with the peasant-growers for the 1924 rose crop at prices ranging from 20 to 30 per cent above those paid last year, while the acreage devoted to rose culture has certainly not been expanded. This inevitably means a corresponding 20 to 30 per cent increase in the price of Otto of Rose above that prevailing today and an even greater rise if the crop is below normal. The price of Otto of Rose d'Or—'Votu Pappazoglou & Co.'—has not yet been advanced, and we suggest that you allow us to cover your future requirements by a contract at present prices while we can still do so."

"THE FALLACY OF PRICE-FIXING," an address delivered by George E. Roberts, vice-president of the National City Bank, New York, at the Ohio State University, and which is interesting to delvers in the subject, may be obtained in pamphlet form by sending to 55 Wall street, New York. is

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## MONTREAL

Montreal, May 17.—Rather quiet times are still being experienced by the Montreal perfumery trade, and the leaders in the trade seem inclined to feel that the brightening up will only come when the final enforcing of the complete new budget and sales tax regulations for the coming year proves that there is no further amelioration to be hoped for.

The tendency on the part of the retail trade seems to be, at the moment, to buy from hand to mouth and hang out as long as possible, in the hope that some change in the sales tax regulations, resulting from outside political and other pressure on the government, will make a saving possible. A slight concession has already been granted, in the shape of a reduction from 6 to 5 per cent all around, with still greater concessions on some lines of merchandise. The retail perfumer fears that if he buys heavily now, a further reduction in the tax may give later buyers an advantage over him, as once having paid the higher tax there would be little hope of getting any rebate.

This causes slow buying, and will only be remedied when it is sure there is no possibility of any further reduction. One of the prominent men in the trade in Montreal, discussing the possibilities of increased business the other day, expressed the view that the best avenue of extension was in the direction of the men's trade. There was only the normal development from increased population and the impetus of an occasional genuine innovation, to be got from the women's trade, as that had been pushed pretty well as far as it could. The woman who did not know and appreciate the valuable services the perfumer can render her today, would never know them, and it was useless to try to convert her, in his opinion at least.

On the other hand, he said, there is a very big field still open, for the education of the sterner sex, as to the honest-to-goodness manly and masculine uses to which the perfumer's products can be put in connection with his toilet.

"Think of the number of men there are still going around who feel that it is in some way effeminate to use an after-shave lotion or a line of hair-dressing liquid. They only get the benefit of these things when they go to a barber for a shave or hairdressing. They think it will give them a womanish appearance to have such things on their daily toilet table. They fear they will fall in the estimate of their women folk, and of their families.

There is a field for education, he argues, to teach these men that it is a manly thing because it is a sensible thing, to use these products not merely as a "beauty parlor" idea, but as a means of preventing various troubles that are much more easy to deal with by prevention than cure.

This field, your correspondent's informant held, was open for much work in the way of general customer education, and held an infinity of possibilities for every branch of the trade, only waiting to be investigated.

Henry Miles, M. L. C., of Leeming, Miles & Co., Ltd., Montreal dealers in and manufacturers of various perfumery products, spent this week in New York, attending the meeting of the American Proprietary Association.

The register of newly incorporated companies in the Province of Quebec shows the recent incorporation in Montreal of the Mount Royal Extract Co., Ltd., manufacturers of essential oils and chemicals. The capital stock is \$50,000 and the incorporators are Z. A. Lambert, J. S. David, A. A. Pigeon.

## TORONTO

TORONTO, May 17.—Something of the magnitude of the soap industry in Canada and its growing importance to the life of the Dominion is reflected in the data supplied to your correspondent by the Department of Trade and Commerce of the Federal Government at Ottawa. The fact that Canada produces more than fourteen million dollars worth of soap annually, is one which reflects great credit on the industry of a comparatively young country and the end is not yet.

The latest figures available show a huge increase in the manufacture and consumption of soap and toilet preparations, including perfumery. A glance at the following figures will reveal some interesting information regarding the state of the industry at the end of 1923:

	Soap	Washing Compounds	Toilet Prepara- tions
Number of plants	33	11	25
Capital employed	\$13,455,464	\$296,842	\$1,643,360
Salaried employees	425	30	107
Wage-earners	1,061	46	293
Total employees	1,486	76	400
Salaries	\$799,500	\$73,901	\$206,337
Wages	\$1,006,460	\$44,744	\$177,821
Total salaries and			
wages	\$1,805,960	\$118,645	\$384,158
Cost of materials	\$7,919,891	\$115,544	\$871,426
Value of Products	\$14,174,979	\$370,240	\$2,667,198

Of equal interest are the figures showing the exports and imports of soaps and toilet preparations. Unfortunately complete up-to-date figures regarding these are not yet available, the only data on hand relative to this side of the industry showing imports and exports down to the end of 1921. At that time from other countries, including the United States and Great Britain, the imports of soap into the Dominion amounted to \$1,229,726, while the export business done was \$170,229. Imports of perfumery and toilet preparations during that year amounted to \$943,863. Export figures are not available. These figures particularly with regard to the imports of soap and perfumery have enormously increased during the last two years.

There is abundant room at the present time for a million dollar expansion in the soap making industry before the present demand with the Dominion is met.

The Canadian Perfumers' Association of which Ralph Corson is the president expects to hold its semi-annual meeting next month at the town of Perth, Ontario, where they will be entertained by W. E. Danner, of the Henry K. Wampole Co. When seen by your correspondent today Mr. Corson stated that the perfumery trade of the Dominion was considerably upset at the present time owing to the depreciated currency existing in so many European countries which placed a tremendous handicap upon the manufacturer of perfumes in Canada. The whole question with others will be taken up at the coming meeting of the perfumers in June.

At the last meeting of the Association held in Toronto there was a vigorous discussion on the best manner in which to collect the present Government Sales Tax of 5 per cent. It was the unanimous opinion of those present that some uniform manner of collecting it should be adopted.

A. D. Williams has been appointed sales manager of the Seely Manufacturing Company, of Windsor, Ontario, to succeed F. V. Warmoll, who has gone to California.

# ACTIVITIES OF ASSOCIATIONS, SOCIETIES, CLUBS AND BUSINESS BODIES

(Continued from Page 144)

## Proprietary Association Elects Officers

The forty-second annual meeting of the Proprietary Association of America was held May 13 and 14 at the Pennsylvania Hotel, this city, with a large attendance. Frank A. Blair, general manager for Household Products, Inc., this city, was elected president. Mr. Blair was president for several years up to 1923. Last year he refused re-election, and Dr. V. Mott Pierce succeeded him. Dr. Pierce would not consider continuing in office for the coming year and Mr. Blair was persuaded to head the association once more.

Other officers were elected as follows: First vice-president, E. K. Hyde, Mentholatum Co., Buffalo; second vice-president, J. H. Howe, A. H. Lewis Medicine Co., St. Louis; secretary-treasurer, Charles P. Tyrell, Syracuse Medicine Co., Syracuse, N. Y.; members of the executive committee for two years, R. R. Land, Binghamton, N. Y., and Harry T. Vars, Buffalo; members for three years, V. Mott Pierce, Buffalo; John F. Murray, this city; Bradford V. Moore, Buffalo;

## United States Chamber of Commerce

Julius H. Barnes, of Duluth, was elected for the third time president of the Chamber of Commerce of the United States at its twelfth annual convention in Cleveland, May 6 to 8. Lewis E. Pierson, of New York, is one of the new vice-presidents. The discussions covered numerous subjects of vital interest to American business men. Special features exclusively affecting our industries did not figure. Herbert Hoover's address regarding the correction of trade association abuses is covered in our editorial section. Business ethics also formed the basis for much discussion and various speakers set forth their ideas.

### National Foreign Trade Convention

The National Foreign Trade convention will be held at Boston, June 4, 5 and 6. Indications are that it will be one of the most successful conventions yet held. The central theme will be "Our Need for Wider Markets." For the first time, a session specially devoted to the interests of importers has been included in the program. James A. Farrell, chairman of the Council, has cordially invited all Chambers of Commerce, Boards of Trade, national and state associations, and other industrial and commercial organizations to be represented.

## New York Chemists' Club Elects

The annual meeting of the Chemists' Club, New York, was held May 7 at the clubrooms, 52 East 41st street. Officers for the ensuing year were elected as follows: President, F. J. Metzger; resident vice-president, Allen Rogers; non-resident vice-president, E. R. Weidlein; secretary, Herbert G. Sidebottom; treasurer, A. G. Robinson; trustees, R. T. Baldwin and R. B. Moore, Honorary membership was conferred on Brigadier-General Amos A. Fries and Francis P. Garvan.

### Insecticide Makers to Meet at Montreal

Arrangements have been completed for the mid-summer meeting of the Insecticide and Disinfectant Manufacturers' Association, June 30 to July 1, at the Mount Royal Hotel, Montreal, Canada. It has been suggested that many members will take advantage of the July 4 holiday and remain after the two-day meeting closes. Hotel reservations should be made at once to Benjamin Newman, United Sanitary Products Company, Inc., 65 Fifth avenue, this city, as Montreal hotels will be crowded during July.

## Dinner to F. P. Garvan Big Success

The chemical industries of the United States paid a fitting tribute to the Hon. Francis P. Garvan, president of the Chemical Foundation, when about a thousand men engaged in them including many notables, gathered at the Waldorf-Astoria Hotel, New York City, on the evening of April 26, for a testimonial banquet to him.

for a testimonial banquet to him.

The speakers were Dr. Edgar Fahs Smith, Dr. George D. Stewart, Elon H. Hooker, Dr. L. H. Baekeland and Briga-

dier General Amos A. Fries. Organizations represented at the dinner were the American Chemical Society, American Electrochemical Society, American Institute of Chemical Engineers, American Association of Textile Chemists and Colorists, Chemists' Club and Salesmen's Association of the American Chemical Industry,

Dr. Backeland declared Harry M. Daugherty's attack on the Chemical Foundation while in office was due to the former Attorney General being "unwittingly taken in tow by German commercial interests, who cleverly dangled before him the hone of political credit"

him the hope of political credit."

General Fries said "without chemistry no nation can be prepared for war." All speakers emphasized Mr. Garvan's valuable services to chemistry during the war.

## Dr. Brewer Lectures on Value of Cosmetics

"Painting the Lily" was the fanciful title of an illustrated discourse on cosmetics, delivered by Dr. Justin S. Brewer on April 17 at the Bellerive Country Club, St. Louis, Mo, before the science section of the Wednesday Club. This is one of St. Louis' oldest and most exclusive women's clubs, the members consisting largely of the mothers of some of St. Louis' most representative families. A highly cultured audience is naturally critical and inclined to be conservative. The purpose of the meeting was to have the lecturer prove the harmlessness and advantages of modern cosmetics and toilet requisites.

Mrs. Paul Brown, president of the club, in introducing the speaker, called attention to the fact that ancient kings and potentates employed perfumers who were also the official poisoners. The speaker, by clear and convincing arguments, demonstrated that there is no connection between the perfumers and poisoners of the present day and that modern perfumers and cosmetics are not only safe and harmless but in many instances beneficial and an absolute necessity in maintaining a healthy, sanitary and attractive condition of the skin.

## Importers' & Traders' Council Elects

Herman A. Metz, of H. A. Metz & Co., New York, was elected a member of the board of directors of the National Council of Importers & Traders at the annual meeting recently. C. G. Pfeiffer, of George Borgfeldt & Co., and C. S. Welsh, of Houbigant, Inc., were among the directors re-

The new officers of the council are: President, Frederic B. Shipley, of Shipley, Hollins Company; vice-presidents, Sydney Lansburgh, of the American Wholesale Corporation; Peter Fletcher, of Lamb, Finlay & Co.: William S. Pitcaim, of William S. Pitcairn Corporation; Philip LeBoutillier, of Best & Co.; treasurer, H. D. Lloyd.

## Drug Section Hears Sales and Adv. Talk

The need of co-ordinating the work of the sales department and the advertising department was emphasized by R. D. Keim, of E. R. Squibb & Sons, at the April 2 monthly luncheon of the Drug and Chemical Section of the New York Board of Trade and Transportation in its rooms at 41 Park Row. Mr. Keim dwelt at length upon the necessity of dovetailing sales policy and advertising policy, and gave numerous illustrations of the bad effects of failure of the two departments to work together. Edward Plaut, president of Lehn & Fink, Inc., presided, and luncheon arrangements were made by William F. McConnell, secretary.

## Judges Named for A. C. S. Prize Essay

The committee of judges for the prize essay contest being conducted by the American Chemical Society will be headed by Dr. Nicholas Murray Butler, president of Columbia University. Other members are Elon H. Hooker, S. C. Mastick, Dr. William H. Nichols, Dr. John E. Teeple and M. C. Whitaker.

## Beringer Wins Remington Medal

The fifth impression of the Remington medal was presented to George M. Beringer, Camden, N. J., at a dinner in his honor, April 14, at the Robert Treat Hotel, Newark, N. J. The medal is awarded annually by the New York Section of the American Pharmaceutical Association for conspicuous service to the science of pharmacy.

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## NOTE TO READERS

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ROSS CHARNY

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington,

We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

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Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those

# PATENTS 1,493,638 P1,493.777 P.1.492,836 P1,493,769 P1494,154

applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions Patented are designated by the letter "P." Designs Patented are designated by the letter "D." All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPT. Perfumer Pub. Co. 14 Cliff St., New York.

## TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905.)

105,361.—O. J. Moore Grocer Company, Sioux City, Iowa. (Filed July 30, 1917. Used since June 1, 1914.)—

Flavoring Extracts for Foods. 151,214.—Walter H. Flood, doing business as Columbus Chemical Co., Chicago, Ill. (Filed Aug. 1, 1921. Used since Jan. 10, 1921.)—Soap.

Jan. 10, 1921.)—Soap.
152,879.—The Anzora Perfumery Company, Limited, Kilburn, London, England. (Filed Sept. 13, 1921. Used since Nov. 11, 1919.)—Preparation for the Hair and Skin. 172,236.—F. L. Myers, doing business as The F. L. Myers Co., Huntingdon, Pa. (Filed Nov. 18, 1922. Used since Aug. 25, 1922.)—Flavoring Extracts for Foods.
173,386.—Allen-Rethemeyer Co., St. Louis, Mo. (Filed Dec. 16, 1922. Used since January, 1917.)—Flavoring Extracts for Food.

tracts for Food.

173,511.—Lionel Trading Co., Inc., New York, N. Y. (Filed Dec. 18, 1922. Used since about August, 1922.)—Face Powders and Rouges, Including Both Loose Powders Compacts.

173,700.—Burrough Bros. Mfg. Co., Cleveland, Ohio, and altimore, Md. (Filed Dec. 22, 1922. Used since about Baltimore, Md. (Filed Dec. 22, 1922. Used since abo Oct. 1, 1922.)—Alcohol Liniment and Massage Compound.

174,000.—Herman F. Drummond, Milwaukee, Wis. (Filed Dec. 30, 1922. Used since Oct. 1, 1922.)-Flavors for Food

174,084.—Lionel Trading Co., Inc., New York, N. Y. (Filed Jan. 2, 1923. Used since about Dec. 20, 1922.)—Face Powders and Rouges.
174,013.—The Crozine Products Company, New York, N. Y. (Filed Dec. 30, 1922. Used since Dec. 5, 1922.)—Cleansing and Soap Compounds.

175,055.—Willard R. Bates, doing business as Smith & Bates, Owensboro, Ky. (Filed Jan. 25, 1923. Used since Used since -Liquid Absorbent to Prevent Profuse Perspiration. 177,814.—Henry H. Bailey, Sr., Hillsboro, N. H. (Filed March 22, 1923. Used since about March 2, 1917.)—Hair

178,839.—Agnes C. Graves, Milwaukee, Wis. (Filed April 1923. Used since Aug. 1, 1920.)—Tissue Builder and Massage Cream.

178,882.—Marguerite Sullivan, doing business as Domino House, Philadelphia, Pa., assignor to Eugene J. Reefer, and House, Finadelphia, Fa., assignor to Eugene J. Recer, and Marguerite Sullivan, Copartners, trading as Domino House, Philadelphia, Pa. (Filed April 9, 1923. Used since March 1, 1923.)—Hair-Curling Fluid.

181,613.—The Pioneer Products Company, Dayton, Ohio. (Filed June 6, 1923. Used since December, 1922.)—Soap.

181,853.—Lawrence L. Niesen, Elkhorn, Wis. (Filed June 11, 1923. Used since May 10, 1923.)—Toilet Preparation Used for Curling and Waving the Hair. 182,526.—The J. B. Williams Company, Glastonbury, Conn. (Filed June 27, 1923. Used since about March 29, 1923.)—Soap, Including Shaving and Toilet Soap. 182,778.—Marguerite Sullivan, Philadelphia, Pa., assignor to Eugene J. Reefer, and said Marguerite Sullivan, copartners, trading as Domino House, Philadelphia, Pa. (Filed July 3, 1923. Used since Aug. 14, 1886.)—Hair-Curling Fluid

183,540.-Rohm & Haas, Aktiengesellschaft, Darmstadt, (Filed July 21, 1923. Used since June 1, 1918.) Germany. (Filed July 21, 1923. Used since June 1, 1918.)
—Soaps, Washing Powders, Soap Powders, and Soaps for Use in the Textile and Tanning Industries.

Use in the Textile and Tanning Industries.

183,919.—Guy T. Gibson, Incorporated, New York, N. Y. (Filed Aug. 1, 1923. Used since about July 1, 1923.)—
Toilet Lotions; Face, Talcum, and Sachet Powders; Face Creams, Toilet Waters, Sachets, Rouges, Eyebrow Pencils, Face Rouge and Lip Rouge, Perfumes, Depilatories, Aromatic Vinaigres, and Liquid Face Powders.

184,763.—Re Vode, Inc., Providence, R. I. (Filed Aug. 20, 1923. Used since March 20, 1923.)—Face Powders, Deodorant Powders, Face Creams, Powder Compact, and Ronges.

Rouges

185,270.—Charles Verser, Sunnyvale, Calif. (Filed 1, 1923.)—Milky Shampoo. 1, 1923. Used since Aug. 14, 1923.)—Milky Shampoo. 185,739.—William Holmes Chambers Bartlett, doing business as We 3 Company, Mobridge, S. Dak. (Filed Sept. 13, 1923. Used since Jan. 20, 1922.)—Antiseptic Hand Lotion. 185,803.—Waverly Oil Works Company, Pittsburgh, Pa. (Filed Sept. 14, 1923. Used since about Jan. 1, 1923.)—

186,323.—Grace Johnson, Indianapolis, Ind. (Filed Sept 28, 1923. Used since Jan. 1, 1922.)—Hair Straightening Preparation, Temple Grower, Tetter Salve, and Tar Shampoo. 186,798.-

186,798.—Nicholas Mulonas, Detroit, Mich. (Filed Oct. 10, 1923. Used since Sept. 1, 1922.)—Facial Cold Cream. 187,742.—Maurice Henri Jolivet, Paris, France. (Filed Oct. 31, 1923. Used since Nov. 21, 1922.)—Soap for

Oct. 31, 1923. Used since Nov. 21, 1922.)—Soap for Hygienic Use.

188,291.—P. Beiersdorf & Co., Inc., New York, N. Y. (Filed Nov. 14, 1923. Used since Oct. 20, 1923.)—Mouth Wash.

188,648.—Eugene H. Walker, doing business as Ak aboratories, Pittsburgh, Pa. (Filed Nov. 21, 1923. Laboratories, Pittsburgh, Pa. (Filed Nov. 21, 1923. Used since Sept. 9, 1923.)—Hair Tonic, Shampoo Cream, Beauty Clay, and Ointment, Said Ointment Used for Cuts, Sores, Burns, Bruises, Chapped Hands, Pimples, Boils, Ulcers,

189,361.—Iowa Soap Company, Burlington, Iowa. (Filed

Dec. 7, 1923. Used since October, 1895.)—Toilet Soap, Laundry Soap, and Washing Powder.

189,388.—Citrus Products Co., Chicago, Ill. (Filed Dec. 8, 1923. Used since about March or April, 1919.)—Food-

Flavoring Compounds. 189,479.—Pierre Lemoine et Cie, Inc., New York, N. V. (Filed Dec. 10, 1923. Used since April 15, 1923.)—Food-Flavoring Oils, Extracts, and Essences.

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190,200.—Mebius & Drescher Co., Sacramento, Calif. Filed Dec. 28, 1923. Used since August, 1887.)—Flavoring Extracts for Foods.

Extracts for Foods.

190,378, 190,379.—Joseph Henry Karp, New York, N. Y.
(Filed Jan. 3, 1924. Used smee May 1, 1919.)—Liquid
Bleach, Paste Bleach, Powdered Bleach, Hair Bleach, Face
Bleach, Face Lotion, Skin Lotion, Mouth Bleach, Hair Dye,
Powdered Liquid Hair Whitener, White Henna, Henna Powder,
Powdered White Henna, Egyptian Henna, Henna
Leaves, Cold Cream, Vanishing Cream, Lemon Cream, Massage Cream, Tooth Paste, Face Powder, Talcum Powder,
Perfume, Toilet Water, Sachet Powder, Hair Tonic Astringent, Brilliantine, Nail Bleach, Nail Cake Polish, Nail Stone
Polish, Nail Paste. Polish, Nail Paste.

Polish, Nail Faste.

190,457.—Bertha Hewekerl, Omaha, Nebr. (Filed Jan. 5, 1924. Used since Nov. 1, 1921.)—Hair Tonic.

190,473.—Robert Routh, doing business as Swedish Litelair Shampoo Company, New York, N. Y. (Filed Jan. 5, 1924. Used since Dec. 10, 1923.)—Hair Shampoo and Hair

Nasnes. 190,658.—Spooner, Inc., New York, N. Y. (Filed Jan. 10, 1924. Used since 1914.)—Face Powders, Talcum Powders, Perfumes, Toilet Waters, Rouge, Lip Sticks, Sachet Powders, Bath Salts, Facial Creams, and Skin and

Hair Lotions.

190,661.—Crown Supply Company, Inc., New York, N. Y., assignors to Blue Bird, Inc., Perfumers, New York, N. Y., a Corporation of New York. (Filed March 14, 1922. Used since September, 1915.)—Soaps. Namely, Shaving Soap in Cake Form, Shaving Cream, and Shaving Soap in Powdered

190.961.—Establissements Antoine Chiris, Compagnie des Produits Aromatiques, Chimiques et Medicinaux, Paris, France. (Filed Jan. 18, 1924. Used since 1898.)—Essential Oils for Use in Perfumery, Medicines, and Industrial Arts,

Oils for Use in Perfumery, Medicines, and Industrial Arts, Perfumes, Synthetic Perfume Materials.

191,008.—Collins-Kirk, Inc., Chicago, Ill. (Filed Jan. 19, 1924. Used since Dec. 19, 1923.)—Toilet Powders, Rouges, Face Creams, and Lotions.

190,480.—United Cutlery Company, doing business as Tucco Laboratories, Worcester, Mass. (Filed Jan. 5, 1924. Used since Sept. 1, 1923.)—Greaseless Hairdressing.

190,076.—James Gwin Zea, doing business as Gwin Products Company, Brooklyn, N. Y. (Filed Dec. 24, 1923.)

190,597.—Larkin Co., Inc., Buffalo, N. Y. (Filed Jan. 9, 1924. Under ten-year proviso. Used since 1888.)—Dye Combined with Soap. Water-Softener Compound. Perfumed Anmonia for Toilet Purposes, Face Creams, Bath Powder, Eau de Cologne, Face Powders, Rice Powder, Talcum Powder, Perfumes, Toilet Waters, Sachet and Sachet Powder. Incense Powder, Liquid Shampoo, Dentifrices, Tooth Paste, Tooth Powder, Chemical Cuticle Re-Talcum Powder, Perfumes, Toilet Waters, Sachet and Sachet Powder. Incense Powder, Liquid Shampoo, Dentifrices, Tooth Paste, Tooth Powder, Chemical Cuticle Remover, Nail White, Nail Enamel, Nail Polish, Nail Powder, Nail Bleach, Orris Root, Lotions for Chapped Skin, Skin Balm, Rouge, Foot Powder, Almond Meal, Deodorizing Compositions for Toilet Use, Cocoa Butter for Toilet Use, Bay Rum, Hair Tonic, Brilliantine, Smelling Salts, Bath Crystals, Eyebrow Pencils, Essences for Perfumes and Medical Purposes, Headache Cologne.

190,842.—J. W. Kleckner, Cloquet, Minn. (Filed Jan. 15, 1924. Used since Dec. 27, 1922.)—Preparation for Use in Hair Dressing and for the Treatment of an Itchy Scalp and for the Prevention of Dandruff and Falling Hair and as a

for the Prevention of Dandruff and Falling Hair and as a Hair Preserver and Restorer.

Hair Preserver and Restorer.

191.041.—Edwin B. Smith, Jr., doing business as Glow-Brite Company, Cleveland, Ohio. (Filed Jan. 19, 1924.
Used since April 10, 1923.)—Window-Cleaning Compound.

191.066.—Fischbeck Soap Company, San Francisco, Calif.
(Filed Jan. 21, 1924. Used since Oct. 1, 1923.)—Soap.

191.159.—F. R. Arnold & Co., New York, N. Y. (Filed Jan. 23, 1924. Used since April 9, 1923.)—Bath Salts and Toilet Powder.

Toilet Powder.

191.196.—Swift and Company, Chicago, III. (Filed Jan. 23, 1924. Used since Nov. 2, 1915.)—Cleaning Soda Com-

191,205.—Abraham I. Hormats, doing business as Universal Chemical Co., Baltimore, Md. (Filed Jan. 23, 1924. Used since July 1, 1922.)—Cocoanut-Oil Shampoo.
191,287.—Charles Lewis Swaim, Hayden, Ariz. (Filed Jan. 25, 1924. Used since Oct. 1, 1920.)—Hair Tonic.

191,320.—Iodent Chemical Company, Detroit, Mich. (Filed Jan. 26, 1924. Used since Jan. 1, 1923.)—Tooth Paste. 191,338.—Katherine Perdicakes, New York, N. Y. (Filed Jan. 26, 1924. Used since Dec. 13, 1923.)—Compound for the treatment of the Hair; viz., a Hair Grower. 191,463.—Amendola Brothers, also doing business as The Amendola Laboratories, New Haven, Conn. (Filed Jan. 30, 1924. Used since Dec. 1, 1923.)—Cold Cream, Camphor Cream, Witch-Hazel Cream, Mentholated Cream, Lemon Vanishing Cream, and Lemon Cold Cream. Vanishing Cream, and Lemon Cold Cream.

Vanishing Cream, and Lemon Cold Cream.

191,473.—Char-Tex Company, Des Moines, Iowa. (Filed Jan. 30, 1924. Used since Jan. 9, 1923.)—Tooth Paste and Antiseptic for Treatment of Mouth and Throat Troubles.

101,517. Harriet Hubbard Aver. New York, N. Y.

191,517.—Harriet Hubbard Ayer, New York, N. Y. (Filed Jan. 31, 1924. Used since Dec. 28, 1923.)—Vanity

191,643.—Ralph C. Root, Brattleboro, Vt. (Filed Feb. 1, 24. Used since Dec. 12, 1923.)—Toilet Preparation for Skin Irritations.

Skin Irritations.

191,701.—The Fries & Fries Company, Cincinnati, Ohio. (Filed Feb. 2, 1924. Used since Nov. 5, 1923.)—Flavoring Extracts for Food Purposes.

191,712.—Ada Marks, Beaver Falls, Pa. (Filed Feb. 2, 1924. Used since Jan. 6, 1924.)—Face Cream.

191,714.—New-Mix Products, Inc., New York, N. Y. (Filed Feb. 2, 1924. Used since Feb. 28, 1923.)—Dentity of the Feb. 2, 1924. Used since Feb. 28, 1923.)—Dentity of the Chemical Company, Los Angeles, Calif. (Filed Feb. 2, 1924. Used since Sept. 3, 1923.)—Preparation for restoring gray hair to its original color. gray hair to its original color.

gray hair to its original color.

191,779.—Belle Moses, doing business as Sesmo Manufacturing Company, New York, N. Y. (Filed Feb. 4, 1924. Used since Jan. 2, 1924.)—Toilet Preparation Specifically Known as Vanishing Cream.

191,800.—Gordon Williams, doing business as Gordon, New York, N. Y. (Filed Feb. 4, 1924. Used since Jan. 9, 1924.)—Cold Cream and Vanishing Cream.

191,839.—Palmomont Beauty Company, Middleburg, Va. (Filed Feb. 5, 1924. Used since Jan. 1, 1923.)—Hair Grower.

Grower.

192,010.—The Comfort Powder Co., Boston, Mass. (Filed Feb. 8, 1924. Used since about 1888.)—Toilet Powder.

192,032.—Oakley & Co., New York, N. Y. (Filed Feb. 8, 1924. Used since Jan. 15, 1923.)—Compact Powder, Compact Rouge, Lip Stick, Liquid Rouge, and Paste Rouge.

192,051.—American Beslin Corporation, New York, N. Y. (Filed Feb. 9, 1924. Used since September, 1917.)—Deod-prants of a Germicidal and Antiseptic Nature.

orants, Ointments of a Germicidal and Antiseptic Nature, Tooth Pastes, Massage and Toilet Creams, Preparations for

192,090.—Lester G. Robinson, doing business as Lero Drug Company, Baltimore, Md. (Filed Feb. 9, 1924. Used since Aug. 1, 1923.)—Hair Grower.
192,144.—Niagara Alkali Company, Niagara Falls, N. Y. (Filed Feb. 11, 1924. Used since Nov. 14, 1923.)—Insecticles.

cides, Disinfectants, and Deodorants. 192,116.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed Feb. 11, 1924. Used since Oct. 16, 1923.)—Liquid

192,187.—R. H. Macy & Co., Inc., New York, N. Y. (Filed Feb. 12, 1924. Used since Dec. 22, 1923.)—Perfume and Toilet Water.

192,275.—Scholler Brothers, Inc., Philadelphia, Pa. (Filed Feb. 14, 1924. Used since Oct. 11, 1921.)—Soaps for Use by the Textile and Laundry Trades.

192,283.—Swift and Company, Chicago, Ill. (Filed Feb. 1924. Used since March 10, 1912.)—Soap. 192,382.—Hamilton Manufacturing Company, Seattle, 7ash. (Filed Feb. 16, 1924. Used since May, 1922.)—

Food-Flavoring Extract.

192,342.—Swift and Company, Chicago, Ill. (Filed Feb. 15, 1924. Used since Aug. 14, 1913.)—Soap. 192,394. 192,395.—Harry Kaye, doing business as Harry Kaye, Perfumer, New York, N. Y. (Filed Feb. 16, 1924. Used since Oct. 25, 1923.)—Face Powders, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations and Sachet Powders Preparations, and Sachet Powders.

192,470.—The Armand Company, Des Moines, Iowa. (Filed Feb. 18, 1924. Used since March 27, 1923.)—Finger

192,575.—R. H. Miller Co., Inc., Asbury Park, N. J., and omer, N. Y. (Filed Feb. 20, 1924. Used since 1918.)— Homer, N. Y. (Filed Feb. 20, 1924. Used since 1918.)— Saponaceous Compounds Used as Lubricants and Cleaners in the Process of Drawing Wire.

192,626.—Kendall Manufacturing Company, Providence, R.I. (Filed Feb. 21, 1924.) Used since Feb. 11, 1924.)—Washing Powders, Soaps, and Cleansing Preparations.

192,639.—Pennsylvania Soap Company of Lancaster, Pa., ancaster, Pa. (Filed Feb. 21, 1924. Used since about Lancaster, Pa. 1901.) - Soaps.

192,640.—Pennsylvania Soap Company of Lancaster, Pa., Lancaster, Pa. (Filed Feb. 21, 1924. Used since Feb. 14, 1924.) - Soap.

192,653.—Abraham Wagner, doing business as Wagner Laboratories, Brooklyn, N. Y. (Filed Feb. 21, 1924. Used Jan. 20, 1924.) - Compound for the Reduction of Superfluous Flesh.

192,730.—Louis Philippe, New York, N. Y. (Filed Feb. B, 1924. Used since January, 1924.)—Lip Sticks and 23, 1924. Rouge.

192,771.—E. M. Laning Co., Inc., New York, N. Y. (Filed Feb. 25, 1924. Used since Feb. 20, 1923.)—Essential Oils and Essences for Use in Perfumes, Industrial Arts, and Synthetic, Natural, and Prepared Perfume Materials.

192,759.—Coty, Inc., Wilmington, Del., and New York N. Y. (Filed Feb. 25, 1924. Used since April, 1921.)-Powder Puffs.

192,788.—Jacob D. Paul, Evansville, Ind. (Filed Feb. 25, 1924. Used since Feb. 12, 1924.)—Face Lotion. 192,835.—Glo-Kami Mfg. & Distributing Co., Oakland, Calif. (Filed Feb. 26, 1924. Used since October, 1922.)—Beauty Clay.

192,846.—H. Kohnstamm & Co., Inc., New York, N. Y. (Filed Feb. 26, 1924. Used since May, 1921.)—Soap. 192,885.—The Beaver Soap Company, Dayton, Ohio.

192,885.—The Beaver Soap Company, Dayton, Ohio. (Filed Feb. 27, 1924. Used since July 1, 1922.)—Cocoanut-Oil Soap Containing Pumice.

192,895.—California Liquid Bleach Co., Los Angeles, Calif. (Filed Feb. 27, 1924. Used since Dec. 24, 1923.)— Antiseptic Washing Fluid for Use as a Bleach.

192,949.—Henry L. Adler, doing business as Laurel Laboratories, New York, N. Y. (Filed Feb. 28, 1924. Used

since Jan. 1, 1924.)—Foot Tonic.
193,034.—The Eavey Company, Xenia, Ohio; Fort Wayne, Richmond, and Huntington, Ind., and Sturgis, Mich. (Filed Feb. 29, 1924. Used since April 20, 1922.)—Soap.

193,045.—Johnson Chemical Company, Lowell, Mass. (Filed Feb. 29, 1924. Used since Sept. 1, 1923.)—Mouth Wash and Gargle.

193,100. 193,101.-S. Glemby's Sons Co., Inc., New York, N. Y. (Filed March 1, 1924. Used since Feb. 12, 1924.) -Liquid Soap and Powder Puffs.

193,103, 193,104.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed March 1, 1924. Used since Jan. 15, 1924.)—Liquid Soap and Powder Puffs. 193,105, 193,107.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed March 1, 1924. Used since Feb. 2, 1924.)—

Liquid Soap and Powder Puffs.

193,108.—Marie Marthe Richard vve. Grenoville, doing business as Parfuncrie Grenoville, Asnieres, France. (Filed March 1, 1924. Used since April 1, 1912.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Lotion for the Face and Hands, Eau de Cologne, Cold Rouge, Brilliantine, and Dentifrices.

193,250.—The Sydney Ross Co., Newark, N. J. arch 4, 1924. Used since 1917.)—Talcum Powder. March 4, 1924.

193,286.—Richard Hudnut, New York, N. Y. (Filed March 5, 1924. Used since Sept. 6, 1923.)—Talcum, Face Powder, Bath Salts, Sachet, Tooth Powder, Almond Meal, Powder, Bath Saits, Sachet, 100th Powder, Almond Meal, Toilet Water, Headache Cologne, Smelling Salts. Dry Cream. Cold Cream, Tooth Paste, Perfume, Lip Rouge, Bath Powder and Toilet Cerate.

193,297.—The La Valliere Company, New Orleans, La. (Filed March 3, 1924. Used since Dec. 1, 1922.)—Toilet Preparations: viz., Perfumed Toilet Powders, Including

Preparations; viz., Perfu Face, Talcum, and Sachet.

193,333, 193,334.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed March 6, 1924. Used since Feb. 4, 1924.)-Liquid Soap and Powder Puffs.

193,338.—Kendall Manufacturing Company, Providence March 6, 1924. Used since March 3, 1924.)—Washing Powders, Soaps, and Cleansing Preparations.

193,370.—The Villeeta Company, Atlanta, Ga. (Filed March 6, 1924. Used since 1913.)—Combined Face Cream

and Face Powder.

193,383.—A. Bourjois & Co., Inc., New York, N. Y. (Filed March 7, 1924. Used since Sept. 1, 1923.)—Toilet Preparations, Particularly Rouge.

193,387.—Jack Doyle, doing business as Bald-Rid Com-uny, Greenville, Pa. (Filed March 7, 1924. Used since pany, Greenville, Pa. (Filed July 1, 1923.)—Hair Tonics.

193,426.—Standard Oil Company (New Jersey), Bayonne, N. J. (Filed March 7, 1924. Used since Feb. 4, 1924.)— Saponaceous Compound.

193,442.—Jacob D. Broza, Philadelphia, Pa. (Filed March 1924. Used since March 6, 1924.)—Powdered Hand pap, Scouring Powders and Cleansers.

193,548.—Albert G. Sprong, doing business as Sprong Products Co., Flint, Mich. (Filed March 10, 1924. Used since Nov. 24, 1923.)—Paste Hand Cleaner.

193,594, 193,595, 193,596, 193,597.—Joannes Brothers Company, Los Angeles, Calif. (Filed March 11, 1924, Used since Dec. 15, 1922.)—Extracts for Food-Flavoring

193,605.-J. A. Marceau, Limited, doing business as Marceau, Montreal, Quebec, Canada. (Filed March 11, 1924. Used since March 2, 1922.)—Face Powders, Face Creams, Osed since Maters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet Powders.

reparations, and Sacriet Fowders. 193,660.—T. Andrew Buckley, doing business as Buckley hemical Co., New York, N. Y. (Filed March 12, 193). Chemical Co., New York, N. Y. (F Used since Dec. 1, 1923.)—Dentifrice.

193,692.—Wilcox & Smith, Chicago, Ill. (Filed March 12, 1924. Used since March 5, 1924.)—Shampoo. 193,706.—Criscenzo Granucci, Little Neck, N. Y. (Filed March 13, 1924. Used since Feb. 4, 1924.)-Preparation to

Promote the Growth of Hair. 193,735.—Edwin B. Smith, Jr., doing business as Ever-Glow Company, Cleveland, Ohio. (Filed March 13, 1924.

Used since March 6, 1924.)—Window-Cleaning Compound 193,745.—Cecil G. S. Young, doing business as C. G. S. Young Company, Foxboro, Mass. (Filed March 13, 1924. Used since Feb. 7, 1924.)—Cleaning Powder.

193,848.—Lillian M. Murphy, doing business as Marie Cecil, New York, N. Y. (Filed March 25, 1924. Used since Feb. 1, 1924.)—Hair-Removing Composition and Com-Feb.

pounds.
193,860.—H. Rigaud, doing business as Rigaud, Paris, France, and New York, N. Y. (Filed March 15, 1924. Used since April, 1908.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Rouge, Face Creams, Sachet, Bath Salts, Smelling Salts, Breath Pastilles, Brilliantine, Dentifrices, Eyebrow Pencils, Hair Tonic, Face Lotion, Nail Polish, and Shampoo. Polish, and Shampoo.

193,894.—Gertrude Brooks, Indianapolis, Ind. (Filed March 17, 1924. Used since Jan. 5, 1922.)—Hair Grower. Pressing Oil, Face Cream, Shampoo, Hair Tonic, and Pressing Temple Oil.

193,937.—Luverne Extract Company, Los Angeles, Calif. Filed March 17, 1924. Used since July 1, 1923.)-Food-Flavoring Extracts.

194,012.—Sarah L. Mapu, doing business as Mme. Mapu. New York, N. Y. (Filed March 18, 1924. Used since January, 1910.)—Chemical Preparation for Removing Hair. 194,082.—Jean Baptiste Talabot, doing business as J. B. Talabot, San Diego, Calif. (Filed March 19, 1924. Used since 1921.)—Perfumes, Toilet Creams, Toilet Lotions, and

Toilet Powders. 194,224.—Tindall, Kolbe & McDowell Co., Milwaukee, Vis. (Filed March 21, 1924. Used since Sept. 25, 1920.)— Food-Flavoring Extracts.

## Perils of the New West

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## TRADE-MARK REGISTRATIONS GRANTED (Act of Mar. 19, 1920.)

(These Registrations Are Not Subject to Opposition.) 182,855.—Dwight Edwards Company, Portland, Oregon. Filed June 29, 1923. Serial No. 182,570. Used since March 1923.) - Food-Flavoring Extracts.

182,865.—Annetta T. Moeller, trading as Manicurex Company, Indianapolis, Ind. (Filed July 21, 1920. Serial No. 135,245. Used since June 1, 1920.)—Powder Puffs.

182,867.—The Armand Company, Des Moines, Iowa. (Filed Dec. 24, 1923. Serial No. 190,045. Used since May 29, 1916.)—Face Powder.

182,902.—Conde, Perfumer, New York, N. Y. (Filed Feb. 12, 1923. Serial No. 175,919. Used since Jan. 2, 1923.)

—Face Powders, Face Creams, Perfumes, Toilet Waters, Rouges, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, and Sachet

Powders.

182,904.—S. Glemby's Sons Co., Inc., New York, N. Y. (Filed March 12, 1923. Serial No. 177,295. Used since Feb. 27, 1922.)—Cold Cream, Almond Cream, Massage Cream, Lettuce Cream. Whitening Cream, Vanishing Cream, Cuticle Cream, Face Powder, Powder Compacts, Rouge, Rouge Compacts, Rachelle Compacts, Coconut Shampoo, Tar Shampoo, Pine Shampoo, Henna Shampoo, Lip Sticks, Eyebrow Pencils, Hair Tonics, Hair Remover, Liquid Dandruff Remover, Hair Whitening, Nail Powder, Liquid Nail Polish, Cuticle Remover, Manicure Oil, Rough-Skin Lotions, and Hair Dyes. and Hair Dyes.

182,910, 182,911.—Iodent Chemical Company, Detroit, Mich. (Filed Jan. 26, 1924. Serial Nos. 191,318, 191,319. Used since January, 1919.)—Tooth Paste.

183,244.—Elizabeth Beck, Fullerton, Calif. (Filed Nov. 7, 1923. Serial No. 188,087. Used since March, 1917.)—Shampoo in Powder Form.

183,249.—Clem E. Shaner, Muncie, Ind. (Filed Jan. 14, 1924. Serial No. 190,814. Used since Jan. 6, 1922.)— Complexion Cream.

183,261.—Lightfoot Schultz Company, Hoboken, N. J. (Filed May 5, 1923. Serial No. 180,231. Used since Aug. 6, 1921.) - Soaps.

183,263.—The Goldsmith Manufacturing Corporation, New York, N. Y. (Filed April 27, 1923. Serial No. 179,789. Used since March 1, 1923.)—Dye Soap.

183,898.—The Battle Creek Food Company, Battle Creek, Mich. (Filed July 8, 1923. Serial No. 182,733. Used since 1909.)—Vegetable Flavors for Foods.

183,903.—Maury-Cole Company, Memphis, Tenn. (Filed Nov. 1, 1923. Serial No. 187,829. Used since 1907.)—Extracts for Flavoring Foods.

184,030.—Paul Tump, Milwaukee, Wis. (Filed Jan. 23, 1924. Serial No. 191,203. Used since Nov. 15, 1923.)— Washing Powder.

Nashing Fowder.

184,035.—Kaufmann Department Stores, Inc., Pittsburgh, Pa. (Filed May 24, 1923. Serial No. 181,079. Used since Oct. 7, 1922.)—Soap Chips.

184,041.—Pennsylvania Soap Company of Lancaster, Pa., Lancaster, Pa. (Filed Feb. 21, 1924. Serial No. 192,638. Used since Aug. 14, 1911.)—Soaps.

184,042.—Swift and Company, Chicago, Ill. (Filed Feb. 15, 1924. Serial No. 192,343. Used since Jan. 10, 1924.)—Soap.

184,047.—The Remmers Soap Company, Cincinnati, Ohio. (Filed Jan. 2, 1924. Serial No. 190,355. Used since June, Soap.

184.058—Internationala Limited, Chicago, III. (Filed April 29, 1922. Serial No. 163,087. Used since March 1, 1922.—Soap.

184,065.—The Sydney Ross Co., Newark, N. J. (Filed March 4, 1924. Serial No. 193,251. Used since 1917.)—

184,066.—Swift & Company, Chicago, III. (Filed March 3, 1924. Serial No. 193,195. Used since Aug. 15, 1921.)—

184,068.—John Wanamaker, New York, New York, (Filed Feb. 25, 1924. Serial No. 192,745. Used since Feb. 1, 1921.)—Soap.

## TRADE-MARK REGISTRATIONS RENEWED

24,896.—The C. B. Woodworth Sons Co., Rochester, N. Y., Boston, Mass., and Chicago, Ill. Registered June 19, 1924. Renewed June 19, 1924, to A. Bourjois & Co., Inc., New York, N. Y., a Corporation of New York, assignee. Perfumeries, Toilet Waters, Sachet Powder, and Toilet Soap.

25,032.—Union Soap Company, Baltimore, Md. Registered July 17, 1924. Renewed July 17, 1924. Laundry Soap.

25,222.—The C. F. Sauer Company, Richmond, Va. Registered Sept. 11, 1894. Renewed Sept. 11, 1924. Flavoring Extracts and Baking Powder.

25,272.—Fels & Co., Philadelphia, Pa. Registered Sept. 25, 1924. Renewed Sept. 25, 1924. Soap for Antiseptic and Disinfecting Purposes.

### PATENTS GRANTED

1,491,408.—Dentifrice. Rudolph A. Kuever, Iowa City, Iowa, assignor to The Pepsodent Company, Chicago, Ill., a Corporation of Illinois. Filed March 8, 1922. Serial No. 542,136. 1 Claim (Cl. 167—9.)

A dentifrice comprising acid calcium phosphate and anhydrous calcium sulphate.

1,491,644.—Cosmetic Composition for Application to the Hair and Scalp. Rose M. Tomasiello, New York, N. Y. Filed June 29, 1922. Serial No. 571,798. 1 Claim (Cl. 132-78.5.)

A cosmetic composition for application to the hair and scalp consisting of the boiled bulbous root-like portion of a lily plant, beef marrow and refined petroleum and in the form of a substantially liquid cream.

1,491,818.—Cosmetic. Jorge Gerardo Patino, New York, N. Y. Filed Feb. 26, 1924. Serial No. 695,230. 8 Claims (Cl. 132-785.)

An applicator for lip cosmetics having cosmetic bearing faces inclined upwardly and downwardly from an entrant edge on angles to meet and fully engage the opened lips to thereby leave an imprint on the lips in distended condition.

1,492,299.—Tooth-Paste Composition. Karl J. Kyle, John A. Binford, and John T. Waddell, Wellsville, Kans. Filed Feb. 3, 1923. Serial No. 616,822. 2 Claims (Cl. 167—9.)

A tooth paste composition comprising a mixture of a gentle abradant, magnesium carbonate, tincture of hydrastis, creosote, menthol, glycerine, and methyl salicylate.

2. A tooth paste composition comprising a mixture of the following ingredients in about the proportions stated; precipitated chalk, 3 ounces; magnesium carbonate, 1½ ounces; tincture of hydrastis, 31 minims; beechwood creoste, 3 minims; menthol, 5 grains; alcohol q. s. to dissolve menthol; glycerine, 3½ ounces; methyl salicylate, 10 minims, and oil of peppermint, 3 minims.

1,492,715.—Dentifrice. Rudolph A. Kuever, Iowa City, Iowa, assignor to The Pepsodent Company, Chicago, Ill., a Corporation of Illinois. Filed March 8, 1922. Serial No. 542,135. 4 Claims (Cl. 167—9.)

A dentifrice comprising anhydrous calcium sulphate mixed with suitable binder and flavoring ingredients.

3. A dentifrice comprising anhydrous calcium sulphate, glycerine and flavoring.

1,492,836.—Container. Curtis D. Decker, Moores, Pa. Filed Oct. 9, 1922. Serial No. 593,325. 1 Claim (Cl. 132—7.) The combination with a collapsible tube for holding tooth paste or the like, of a spool for floss or the like having rotary engagement with the outlet end of the tube and including a downwardly flared flange having bearing on the

tube, a straight horizontally disposed flange co-operating with the flared flange for retaining the floss on the spool, and a cover for the spool associated with the tube and floss as and for the purpose specified.

1,493,638.—Can. George A. Leighton, Roslindale, Mass., assignor to American Can Company, New York, N. Y., a corporation of New Jersey. Filed March 15, 1920. Serial No. 365,707. 7 Claims (Cl. 220—27.)

 A container comprising a body and an end secured to said body, said end being formed with an aperture and being bent upward at a distance from said aperture and thence extending to said aperture and thence downward to

provide a friction wall, and inner perforated annulus having a horizontal part attached to the under side of said end and extending inward from said friction wall sufficiently to form a supporting shoulder, a sealing disk closing the aperture and supported on the top of said shoulder, and a friction cap seated in said aperture.

1,493,657.—Vanity Box. William E. Wacker and Frederick Goertz, Newark, N. J., assignors to August Goertz & Company, Newark, N. J., a Corporation of New Jersey. Filed Jan. 29, 1923. Serial No. 615,678. 14 Claims Filed Jan. 29 (Cl. 132—83.)

1. A vanity box comprising a main shell formed with a base and surrounding side-wall, said side-wall being provided with a drawer-receiving opening, a lid or cover connected with said side-wall, a drawer-guiding frame-member mounted upon said base, drawer-guides connected with said frame-member, a drawer movably disposed between said guides, and means connected with said guides and with said frame-member for limiting the outward and inward movements of said drawer.

1,493,769.-Wrapping Machine. Axel R. Scholin, Chicago, Ill., assignor to Automatic Wrapping Machine Co., Chicago, Ill., a Corporation of Illinois. Filed Oct. 28, 1921. Serial No. 511,119. 15 Claims (Cl. 216—59).

1. In a wrapping machine, a carrier for receiving packages to be wrapped means for feeding packages to said carrier, a stop on said carrier for positioning a package in said carrier, and means for moving said stop out of engagement with said package after it has been positioned in said carrier.

1,493,777.-Lip-Stick or Compact Container. Frederick Goertz, Newark, N. J., assignor to August Goertz & Co., a Corporation of New Jersey. Filed Aug. 24, 1923. Serial No. 659,097. 4 Claims (Cl. 206—56).

A container for the reception of a lip-stick or similar compact, comprising a main tubular casing closed at one end and open at the other end, a tubular shell removably disposed within said main casing, said shell being provided in its opposite sides with longitudinally extending slots, a slide-ring mounted upon said shell, and a thimble within said shell, said thimble being provided with slits in alinement with said slots. and engaging lugs extending from said ring into and through the slots in said shell and into the slits in said thimble for engagement with the lip-stick or compact, and whereby said lip-stick or compact may be moved back and forth within the same shell, combined with a cap mounted upon an endportion of said shell, said cap serving as a fingerpiece for said shell and as a closure for the open end of the main casing.

1,494,154.—Vanity Case. Norman L. Dalrymple, Danville, Va. Filed Aug. 31, 1923. Serial No. 660,452. 7 Claims (Cl. 132-83)

A case of the character described comprising a pair of half sections hinged together at one end, a catch located at the other end for holding said sections together, one of said sections constituting a receptacle and the other having an opening at the outer face thereof, a lid hinged to said other section for closing said opening, and a powder cup with said other section and closed by said lid, disk holders carried by said other section with their open ends projecting into the first section when the case is closed.

## EGYPT AND ANGLO-EGYPT SUDAN MARKS

Consul George Wadsworth, Cairo, reports that Bureau of Commerce and Industry, of the Egyptian Ministry of Finance, has issued instructive information concerning the nature of trade-mark protection in Egypt and the Anglo-Egyptian Sudan, and the method for securing it, in part as follows:
"In Egypt there is no special law regulating the matter of

patents and trade-marks. The owner of a patent or trademark may, however, acquire a right to the guaranty of priority by registering such patent or trade-mark through his attorney at the commercial court at Cairo.

The mixed and native penal codes contain provisions for punishing the misappropriation and infringement of trademarks; but the native penal code only is applicable in so far as local subjects are concerned. Violations of the law imputed to foreigners are adjudged by the consulates."

In the Anglo-Egyptian Sudan, as in Egypt, there is no legislative provision for the registration of patents and

trade marks, and advertisements in the newspapers form the chief method of protection.

"Fees for registration in Egypt.—(1) Patents, 3 Egyptian pounds; (2) trade-marks, 2 Egyptian pounds; (3) designs, 2 Egyptian pounds; (4) renewals (same as for registra-

tion); (5) assignments (same as for registration).
"Documents required—Patents.—Power of attorney (no legalization necessary), three specifications and three sets of drawings or copies. *Trade-marks*.—Power of attorney (no legalization necessary), six specimens of trade-mark Designs.—Same as for trade-marks, Assignments.—Power of attorney, certified copy of assignment."

### CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to:

PATENT AND TRADE-MARK DEPARTMENT, Perfumer Publishing Co., 14 Cliff Street, New York City,

## PATENTS GRANTED IN CANADA

239,359, vanity case, Alfred M. Loche, Milwaukee, Wis. 239,454, vanity box, Scovill Manufacturing Co., assignee of Burdon P. Hyde, both of Waterbury, Conn. 239,527, vanity box, Ralph W. Wilson, New York City. 239,910, shaving stick container, J. B. Williams Co., assignee of Philip K. Williams, both of Glastonbury, Conn.

## TRADE MARKS REGISTERED IN CANADA

Giftware, cosmetics, soap, shaving brushes, etc., all made of pyroxylin, Fiberloid Corporation, Indian Orchard, Mass. Fritzbro, for flavoring compounds, Fritzsche Brothers, Inc., New York, N. Y.

Re-load for shaving sticks, J. B. Williams Co., Glaston-

Re-load for shaving sticks, J. B. Williams Co., Giaston-bury, Conn., and Montreal, Que.
Coeur de Poupée, parfum, eau de toilette, talcum poudre, cremes et tous, J. A. Marceau Limitee, Montreal, Q-Tol, for laundry soap, oils, lards, toilet preparations medicated soap, Lever Bros., Limited, Toronto.

Lorraine, Regina, Jean, for toilet preparations, powdet puffs, etc., S. Glemby's Sons Co., Inc., New York, N. Y.

Designation of Presingering for matters premieres, builes

Resinodor and Resinarome, for matieres premieres, huiles et essences, synthetiques pour parfumerie, Etablissements Antoine Chiris, 51 Avenue Victor-Emmanuel III, Paris, France.

## HUMANICS NOT MECHANICS

When business men pin all their faith on productionwhen manufacturers try to put mechanics ahead of humanics, they are only employing the tools and the rules that any crazy competition can work with, says the Silent Pariner. "I don't care if the entire plant is automatic and the power that runs the plant comes from Niagara Falls, mechanics is not all," he adds.

Humanics have, and will always have, the first place in the hearts of managers who have sense.

### Three Causes of Failure.

Poor goods, poor service, poor advertising; those are the three primary causes for failure as far as getting the business is concerned.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

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## BRAZIL

New Surtax on Importations.—A new surtax, intended to defray the cost of tabulating machines recently purchased by the Brazilian customs, is now being assessed at the rate of two-tenths of 1 per cent on the total import paid for each shipment entered for consumption. This surtax, like the import duties, is paid 60 per cent in gold and 40 per cent in paper.

## BULGARIA

REDUCTION IN EXPORT DUTIES.—The duties on most commodities exported from Bulgaria are materially decreased by a law effective March 8. All goods not specifically mentioned are subject to a duty of 6 per cent ad valorem, based on values fixed periodically by the Minister of Finance. The commodities subject to a specified export duty include otto of rose and alcohol.

Otto of Rose.—Kazanlik reports are that rains have delayed work on the rose bushes, which is behind on account of the long winter. A very small amount of adulterated oil, which merchants refuse to buy, is on hand. Advance orders for flowers are being distributed.

### CHINA

Anise Oil. Trade of Hongkong.—Consul General William H. Gale reports: Approximately 260 tons of anise oil were exported from Hongkong during 1923—a gain of about 80 tons, or 30 per cent, over the previous year. Increases are noted especially in the shipments to the United States, which took about 35 per cent of the total exports, as compared with 16 per cent in 1922. The balance of the increases occurred in shipments to Continental Europe. Exports to Great Britain showed a decrease of about 30 per cent. The market, which was dull during the first part of 1923, gradually improved toward the end of the year owing to the increased demands from France and Spain. Local stocks are practically depleted.

## DUTCH EAST INDIES

Export Duty on Cocoanut Oil.—The Second Chamber of the Netherlands Parliament has approved modifications in the import and export tariffs of the Dutch East Indies, including the fixing of the export duty per 100 liters of cocoanut oil at 8 per cent of the difference between the average market price and the cost price increased by 10 per cent, effective one month after publication in the Official Gazette.

### GREECE

OLIVE OIL PRODUCTION.—The olive oil production for Greece for 1923 is given by government statistics as 14,(Continued on Page 170)

## THE MARKET

## Essential Oils, Aromatic Chemicals, Etc.

After a promising start during the closing weeks of April, business in the essential oil industry slumped badly in early May. The course of the market has changed from steadily upward to irregular with numerous weak spots and several more or less important price declines. Briefly, the market has changed from a wholly satisfactory situation to one more or less unsettled, spotty and irregular. It is a condition which is giving the essential oil dealers some anxious moments.

The reasons for the decline in business are being sought more or less in vain by those interested in the market above and beyond the point of the daily fluctuations. These factors admit that they are puzzled as to the final causes of the lack of interest. About the best suggestion that can be offered is that the essential oil industry is feeling the effects of a widespread depression which is largely psychological in character. That it has been virtually the last important industry to feel the effect of this slump in general business is cause for congratulation. The very tardiness goes a long way toward proving that fundamental conditions in the industry are healthy.

The course of prices during the month has been irregular. Scarcity has continued in some items and a few of these have made new high records. Other materials have been in surplus and have declined rapidly. Still others have weakened because of fundamental weakness in their raw materials. On the whole, and averaging the course of the market, it would seem that values have turned from their recent advancing tendency and have begun to show some slight decline.

Floral essences have on the whole been the firmest of the groups of products quoted in our price list. The scarcity of goods at the time of the last crop of these products was commented upon then as being the probable cause of later advances in the markets. The truth of the prediction is now being realized. Practically all floral products are exceptionally well maintained and several, including such important materials as geranium and rose have shown a strongly advancing tendency. Prospects are for continued high prices until the pressure of new crop material begins to be felt. This is still several months off in the majority of instances.

The spice oils have shown considerable unsettlement. After a period of ascending prices together with several reported shortages of raw materials, almost all of the items in this group have begun to decline. Cassia is sharply lower. Clove has weakened to the point where there is no money in the oil for the makers. Ginger has begun to ease off a bit. All of these are the direct result of the highly speculative character of the raw materials. Speculation drove them up and now speculation is bringing them back down again. It will be impossible to have a stable market in spice oils until this speculation in raw materials is checked.

The seed oils have been irregular and have displayed little definite trend. If anything, the course has been slightly downward. Anise is an exception. Good purchasing and a

shortage in China have brought about a sharp advance from recent record low prices. Coriander is weaker. Wormseed Caraway is not so strong and prices are being shaded. Artificial mustard has come down sharply owing to the close of the heaviest consuming season.

The miscellaneous group has been featured by strength in everal materials. Chief among them have been oil of sweet almond, cedar wood, bois de rose and linaloe. All of these have shown notable advances during the period.

Mint oils have been featured by strength in peppermint, which within the last few days has changed to weakness and a sympathetic upward trend in spearmint. Buying by manufacturers of American menthol drove peppermint up to very high levels. Recently demand for menthol has been poor and the Japanese article cheaper. There has also been pressure to sell by speculative buyers of peppermint oil and prices have fallen off sharply from their high levels.

On the whole, there seems to be a definite downward trend to values which is causing some concern to the dealers. seems probable that this easier tone will continue during the summer, for little in the way of important business is expected during the usually dull months.

## Synthetics and Aromatic Chemicals

Conditions in this group during the last month have closely paralleled those prevailing in the essential oil trade. The demand started out briskly but recently it has slumped and at the time of writing this review, there is very little business going on. On the whole, however, the trend of prices has been steadier in the manufactured than in the natural articles. The industry has apparently stabilized prices pretty well in line with the costs of production and hence, weakness has appeared only in such items as have been in slight surplus or in which, the raw materials have weakened conspicuously of late.

Eugenol has softened to some extent in line with the speculative weakness in cloves. Vanillin, on the other hand has been maintained well by the makers, although resale material in some volume has unsettled the market to some extent. Geraniol has shown an advancing tendency with the raw material moving higher. Linalool and other bois de rose and linaloe products have been stronger owing to the long continued scarcity of these two raw products. Other materials on the list have shown few changes of any great importance. Quality products are in demand and whether they be of domestic or foreign origin, buyers are willing to pay good prices to get them. The markets are in a fairly satisfactory position. They are ready to respond to a renewal of activity whenever that may take place.

## Vanilla Beans

The story of vanilla beans is the same as that of last month: Continued shortage, advancing prices and no immediate relief. The only news of the month is that the quality of the crop of Mexicans is below average owing to unsatisfactory weather conditions during the growing and curing In addition our estimates of the crop at 100,000 seasons. pounds of whole beans has been confirmed by investigation upon the ground. A few Bourbons, largely sold in advance, are coming forward from time to time. They are insufficient to affect the market at all. No relief from the new Mexicans is expected. In short, the market continues in a strong cans is expected. In short, the market continues in a strong position, with prevailing prices extremely high and going higher. The remainder of the year is not likely to see any easier conditions. It is a condition highly unsatisfactory alike to consumer and seller. Until it is remedied the vanilla bean trade is likely to suffer. High prices encourage the use of substitutes, which is the last thing the trade in vanilla. vanilla wants.

### Sundries

Our review of last month predicted a fall in menthol but not a decided break to really normal prices. The fall has come. Menthol is now \$12.75 spot New York in cases. This is Japanese goods. American is selling slowly at \$12 per pound. Of course, it is the off season for the item. In addition the heavy shipments mentioned in our last review have been arriving and Europe has become a reseller in this market. Somewhat lower prices are anticipated but offers from Japan are small and no real break seems imminent. Alcohols are hardly as firm as they were, but with these

exceptions, the sundries list has been steady throughout the last month. Goods are not moving in very heavy volume, but no one expected that they would at this season of the year. Prices are well maintained with only occasional shading to mark a place where someone would rather have cash than merchandise. Steady conditions are anticipated with light business during the next two or three months.

## THIRD PERFUMERY SHOW IN 1925

The Third International Perfumery and Toilet Articles Exposition is to be under the direction of an advisory committee representing merchants in the perfumery and toller article trade, and it is planned to be held in February, according to an announcement issued by the Allied Exposition Exhibitors Committee.

hibitors Committee.

The following organizations have evidenced their cooperation for the 1925 show: Madame Berthe, Ross Co., Marcel, Mixing Equipment Co., Blue Bird, Inc., Toilet Goods, Soap Distributors, Inc., National Seal Co., H. C. Huson, Rimini Chemical Co., L. Givaudau & Co., Amolin Co., Pope Publishing Co., R. & J. Craven, Virozol Co., Odol Co., Armour & Co., Macy's Factory, Parfumerie St. Denis, Joubert Cie, Joe Bryne, Odell Co., Delica Labs., Inc., Doty & Segimeracus St. Co., Specialty Mfg. Co., Scientific Specialty Joubert Cie, Joe Bryne, Odell Co., Delica Labs., Inc., Doty & Scrimgeour Sls. Co., Specialty Mfg. Co., Scientific Specialties Co., Inc., Premier Appliance Co., Sargent Product Co., Inc., Aluminum Goods Mfg. Co., House of Tre-lur, Kilrute Co., Jos. H. Meyer Bros., Freidrich & Freidrich.

### International Show at Tilburg, Netherlands

An exhibition of Commerce and Industry will be held in Tilburg, a center of the industrial district of the south of the Netherlands, from July 18 to August 18, 1924. Instruc-tive demonstrations will be held in the domains of commerce, industry and advertising. Further information may be obtained upon application to the Western European Division of the Bureau of Foreign and Domestic Commerce, Washington.

### International Sample Fair at Padua, Italy

The Sixth International Sample Fair will be held at Padua, Italy, from June 5 to 19. Padua is in the Venetian region of Italy, and the fair is of importance because it has been held regularly for five years with satisfactory results.

### New Cuban Commerce Chamber Here

More than 200 merchants took part recently in the forma-tion of the Cuban Chamber of Commerce here. Speakers included Dr. Cosme De La Forriente, Cuban Ambassador to the United States; Martin W. Littleton, lawyer, and Horatio S. Rubens, of the United States Industrial Alcohol Co. Among the directorate of the new chamber are: Mr. Rubens, W. H. Wooding, president of the American Car & Foundry Co.; Frederico de Zaldo, of Zaldo & Co., bankers and sugar merchants of Havana and New York; Frank C. Munson, president of the Munson Steamship Lines; Mariano L. de Mora, of Mora & Mendoza; Morris A. Oudin, of the International General Electric Co.; Victor G. Mendoza, president of Victor G. Mendoza, of Havana and New York: H. D. Roosen, president of H. D. Roosen & Co. of the Chamber are at 49 Wall street.

## Cosmetics and Soaps Exports Gained in February

Exports of toilet preparations, cosmetics, dentifrices and soaps totaled \$1,131,857 in February, as compared with \$1,046,627 in January, according to the Department of Commerce. Details of the February shipments follow:

Cosmetics—Perfumery and toilet waters, \$33,827; Talcum and other toilet powders, \$124,354; Creams, rouges and other cosmetics, \$76,713; Dentifrices, \$185,891; Other toilet preparations \$07,377, Tatals, \$518,142

Cosmerces, \$7.07.17, Totals, \$518,142.
Soaps—Toilet or fancy soaps, \$195,954; Laundry soaps, \$300,134; Other soaps, \$117,627; Totals, \$613,715.

## Exceptions to Every Rule Even in Politics

"So you went after the job. I thought you believed that the office should seek the man?"

"I do, but this is a fat job, and I was afraid it might get winded before it reached me."—Boston Transcript.

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# PRICES IN THE NEW YORK MARKET

(Quotations on this page are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices on Soap Materials)

		are bull	e of Soap Section for Fr	ices on	Doup	materials)		
ESSENTIAL C	ILS		Origanum, imitation	.30@		Geraniol, domestic	4.50@	
Almond, Bitter, per 1b		\$3.75	Orris Root, concrete, for-			Geraniol, foreign	4.50@	4.75
Almond, S. P. A	3.75@	4.00	eign(oz.)	5.00@		Geranyl-Acetate		
Almond, F. F. C. "Art"		2.30	Orris Root, concrete, do-	2000	2 50	Heliotropin, domestic		2.50
Almond, Sweet True	471/200	.521/2	mestic (oz.) Orris Root, absolute (oz.)	3.00@	3.50	Foreign	2.50@	3.00
Almond, Apricot Kernel.		.29	Parsley	3.50@		Indol, C. P (oz.) Iso Eugenol	9.00@ 4.60@	5.00
Amber, crude	.75@	.80	Patchouly	6.00@	6.50	Linalool		6.50
Amber, rectified	000	1.00	Pennyroyal, American		0.00	Lily Base (Hydroxyci-	3.7300	0.50
Amyric balsamifera	3.00@	3.25	Pennyroyal, French	2.00@	2.15	tronellol)	15.00@	18.00
Anise, "lead free U.S.P."	.60@	.65	Peppermint	4.40@	4.80	Linalyl Acetate 90%	8.25@	8.75
Aspic (spike) Spanish	1.00@	1.25	Peppermint, redistilled	4.75@	5.00	Linalyl Benzoate	no	minal
French	1.30@	1.40	Petit Grain, So. American	2.05@	2.25	Methyl Acetophenone	5.75@	6.00
Bay, Porto Rico		2.70 2.60	Petit Grain, French	8.00@ 2.25@	9.00	Methyl Anthranilate	2.75@	7.00
West Indies Bergamot, 35-36 per cent.		4.15	Pine Needles, from Pinus	2,23(0)		Methyl Cinnamate	4.00@	5.00
Birch, sweet N. C		2.20	Sylvestris	2.00@		Methyl Eugenol Methyl Heptenone	9.00@	10.00
Penn. and Conn		5.00	Rose, Bulgaria(oz.)	7.25@	9.50	Methyl Heptine Carbon.	9.00@	44.00
Birchtar, crude		.40	Rosemary, French. (lb.)	.50@		Methyl Iso Eugenol		11.00
Birchtar, rectified	. 1.00@		Rosemary, Spanish	.45		Methyl Paracresol	6.00@	
Bois de Rose, Femelle	5.50@		Rue	4.00@	4.25	Methyl Phenylacetate,	0.000	
Cade, U. S. P. "IX"	.40(et)	1.15	Sage	3.50@	3.75	Art, Honey Aroma	6.50@	
Cajeput, Native . S. P		1.15	Sage, Clary (oz.) Sandalwood, East India.	3.00@	4.50	Methyl Salicylate	.48@	.52
Calamus	4.25@	.18		6.90@	7.15	Musk Ambrette		
Camphor, "white" Cananga, Java	2.35@	.10	Sassafras, artificial	.38@ 1.60		Musk Ketone		nom.
Cananga, Java rectified.	3.25@	3.50	Sassafras, natural Savil, French			Musk Xylene Nonylic Alcohol	40.00@	52.00
Caraway Seed, rectified	8.50@		Snake Root			Phenylacetaldehyde	8.50@	
Cardamon, Cevlon	35.00@		Spearmint		3.00	Imported	14.000	
Carvol	17.00(a)	18.00	Spruce		1.25	Phenyl Ethyl Acetate		
Cassia. 80(a.85%	1.85	Nom.	Tansey			Phenylethylic Alcohol		9.00
Cassia, rectified, U.S.P	2.40@		Thyme, French, red			Phenylacetic Acid	3.50@	
Cedar Leaf		1.15	Thyme, French, white		1.15	Rhodinol, domestic		
Cedar Wood	.40@	.42	Thyme, Spanish, red	.95@	Mam	Rhodinol, foreign	20.00@	
Cinnamon, Ceylon	12.00@	15.00	Vetivert, Bourbon	30,000	32.00	Safrol		.60
Citronella, Ceylon	871/200	10.00	Java	4 25@	4.35	Skatol, C. P (oz.) Terpineol, C. P., dom		20.00
Citronella, Java	1.15@	1.25	Pennsylvania		8.00	Terpineol, C. P., don Terpineol, C. P., imp., lb.		1.15
Cloves, Bourbon			Wormseed	6.00@		Terpinyl Acetate		1.90
Cloves, Zanzibar	2.15@	2.35	Wormwood	3.75@		Thymol		4.00
						I HYHIOI	3.50@	
Copaiba	.40@		Ylang-Ylang, Manila	30.00@	0.70	Vanillin(oz.)		.57
Coriander	13.00@	13.25		30.00@	8.50			
Croton	13.00@ 1.15@	13.25 1.20	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@				
Coriander Croton Cubebs	13.00@ 1.15@ 5.50@	13.25 1.20	Ylang-Ylang, Manila	30.00@ 5.00@		Vanillin(oz.) BEANS	.53@	.57
Coriander Croton Cubebs Cumin	13.00@ 1.15@ 5.50@ 15.00@	13.25	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@		Vanillin(oz.)  BEANS Tonka, Beans, Para	.53@	1.00
Coriander Croton Cubebs Cumin Dillseed Erigeron	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@	13.25 1.20	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@ HEMIO 5.00@ 1.50@	CALS	Vanillin(oz.) BEANS	.53@ .95@ 2.20@	1.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P.	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ .65@	13.25 1.20	Ylang-Ylang, Manila	30.00@ 5.00@ HEMIC 5.00@ 1.50@ 2.25@	CALS	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut	.53@ .95@ 2.20@ 13.50 12.00	1.00 2.33
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ .65@ 1.15@	13.25 1.20	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@	CALS	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourboo	.53@ .95@ 2.20@ 13.50 12.00	1.00 2.33 nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ .65@ 1.15@ 7.50@	13.25 1.20 .75 8.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Anyl Salicylate, foreign. Anethol Anisic Aldehyde, foreign.	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 4.50@	CALS	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourbon whole	.53@ .95@ .2.20@ .13.50 .12.00 	1.00 2.33 nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 6.65@ 1.15@ 7.50@	13.25 1.20 .75 8.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Anethol Anisic Aldehyde, foreign. Domestic	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@	CALS	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourbon whole	.53@ .95@ .2.20@ .13.50 .12.00 	1.00 2.33 nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 6.65@ 1.15@ 7.50@ 7.50@	13.25 1.20 .75 8.00 8.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@ 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@ 1.65@	3.00 1.35	Vanillin	.53@ .95@ 2.20@ 13.50 12.00 n 11.50 at no	1.00 2.33 nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa)	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 6.50@ 7.50@ 4.50@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Anethol Anisic Aldehyde, foreign. Domestic	30.00@ 5.00@ HEMIC 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@ 2.15@ 2.75@	3.00 1.35 2.25 4.50	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourbon whole Vanilla Beans, Bour, ct Vanilla Beans, Tahiti yel- low label	.53@ .95@ 2.20@ 13.50 12.00 11.50 at no	1.00 2.33 nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Turkish (Palma rosa) Ginger	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 6.56@ 1.15@ 7.50@ 7.50@ 4.50@ 9.25@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Anethol Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic	30.00@ 5.00@ HEMIC 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@ 1.65@ 2.15@ 2.75@ 1.55@	3.00 1.35 2.25 4.50 1.80	Vanillin	.53@ .95@ 2.20@ 13.50 12.00 11.50 at no	1.00 2.33 nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood)	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 7.50@ 7.50@ 4.50@ 9.25@ 3.00@ 5.00@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@ 1.65@ 2.15@ 2.75@ 1.55@ 1.75@	3.00 1.35 2.25 4.50 1.80 2.00	Vanillin(oz.)  BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourbon whole Vanilla Beans, Bour, ct Vanilla Beans, Tahiti yel- low label	.53@ .95@ 2.20@ 13.50 12.00 11.50 at no 8.00 8.25	1.00 2.33 nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 7.50@ 4.50@ 4.50@ 9.25@ 3.00@ 1.05@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon	30.00@ 5.00@ HEMIC 5.00@ 1.50@ 2.25@ 1.15@ 4.50@ 3.75@ 2.15@ 2.15@ 2.75@ 1.75@ 1.75@ 1.45@	3.00 1.35 2.25 4.50 1.80 2.00 1.60	Vanillin	.53@ .95@ 2.20@ 13.50 12.00 11.50 at no 8.00 8.25	1.00 2.33 nom. nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified	13.00@ 1.15@ 5.50@ 4.75@ 4.75@ 1.45@ 7.50@ 7.50@ 4.50@ 9.25@ 3.00@ 5.00@ 1.05@ 1.05@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon . DERIVATIVES AND C Acetophenone	30.00@ 5.00@ HEMIC 5.00@ 1.50@ 1.50@ 4.50@ 3.75@ 2.15@ 2.15@ 2.75@ 1.75@ 1.75@ 1.45@ 1.45@ 1.45@	3.00 1.35 2.25 4.50 1.80 2.00	Vanillin	.53@  .95@ 2.20@ 13.50 12.00 n 11.50 at no 8.00 8.25	1.00 2.35 nom. nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 7.50@ 7.50@ 4.50@ 3.00@ 5.00@ 1.05@ 1.05@ 3.00@ 3.00@ 1.05@ 3.00@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol	30.00@ 5.00@ HEMIO 1.50@ 2.25@ 1.15@ 4.50@ 2.15@ 2.15@ 2.15@ 1.75@ 1.75@ 1.75@ 2.75@	3.00 1.35 2.25 4.50 1.80 2.00 1.60	Vanillin	.53@ .95@ .2.20@ 13.50 12.00 11.50 at no 8.00 8.25	1.00 2.35 nom. nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, U.S.P., "IX"	13.00@ 1.15@ 5.50@ 15.00@ 1.475@ 1.45@ 7.50@ 7.50@ 4.50@ 9.25@ 3.00@ 1.05@ 1.05@ 1.05@ 3.00@ 4.50@	13.25 1.20 .75 8.00 8.00 4.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 3.75@ 1.65@ 2.15@ 1.75@ 1.75@ 2.75@ 2.75@ 2.75@ 3.00@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00	Vanillin	.53@  .95@ 2.20@ 13.50 12.00 11.50 att no 8.00 8.25 6.4.83@ 15.00@ .03½@ .03½@	1.00 2.33 nom. nom. nom. nom. 18.00 18.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, U.S.P., "IX" Lemon	13.00@ 1.15@ 5.50@ 15.00@ 4.75@ 1.45@ 6.65@ 7.50@ 4.50@ 3.00@ 5.00@ 1.05@ 1.05@ 4.50@ 3.00@ 5.00@ 1.05@ 1.05@ 9.25	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol	30.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 3.75@ 1.65@ 2.15@ 1.75@ 1.75@ 2.75@ 2.75@ 2.75@ 3.00@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 11.50 at no 8.00 8.25 6.4.83@ 15.00@ 26.00@ .03½@ 2.25@	1.00 2.33 nom. nom. nom. nom. 18.00 4.99 18.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, U.S.P., "IX" Lemon "Calif"	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 1.75@ 1.45@ 1.65@ 1.15@ 1.50@ 1.05	13.25 1.20 2.75 8.00 8.00 4.75 1.25 1.75 1.00 90	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Anyl Salicylate, foreign. Annethol  Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 4.50@ 4.50@ 4.50@ 2.75@ 1.65@ 2.75@ 1.45@ 1.75@ 1.45@ 1.75@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 n 11.50 at no 8.00 8.25 6 4.83@ 15.00@ 2.03½@ 2.25@ .22@	1.00 2.35 nom. nom. nom. nom. nom. 18.00 .06½ .24
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon "Calif" Lemon "Calif" Lemongrass Limes, distilled	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 4.75@ 1.45@ 6.65@ 1.15@ 7.50@ 7.50@ 3.00@ 5.00@ 1.05@ 1.05@ 32.00@ 4.50@ 4.50@ 32.00@ 5.00@ 1.05@ 5.00@ 1.05@ 5.00@ 1.05@ 5.00@ 1.05@ 5.00@ 5.	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Annethol Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Alcohol	30.00@ 5.00@ 5.00@ HEMIO 5.00@ 1.50@ 2.25@ 1.15@ 3.75@ 2.15@ 2.15@ 2.15@ 2.15@ 1.75@	3.00 1.35 2.25 4.50 1.80 2.00 4.25 18.00 3.50 12.00	Vanillin	.53@  .95@ 2.20@ 13.50 11.50 att no 8.00 8.25 6.4.83@ 15.00@ 2.00@ 0.03½@ 2.25@ 2.24@ 2.24@	1.00 2.33 nom. nom. nom. nom. 18.00 .06½ .24
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed	13.00@ 1.15@ 1.15@ 1.50@ 1.50@ 1.45@ 65@ 1.15@ 7.50@ 4.50@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 3.00@ 1.50@ 3.00@ 3	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75 1.00 .90	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P. Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Benzoate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Aldehyde	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 4.50@ 4.50@ 2.15@ 2.15@ 2.15@ 1.45@ 1.75@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 n 11.50 at no 8.00 8.25 6 4.83@ 25.00@ 2.25@ 22@ 2.22@ 22.22@ 12.75@	1.00 2.33 nom. nom. nom. nom. 18.00 4.99 18.00 .06½ .30 13.25
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Linaloe	13.00@ 1.15@ 1.50@ 15.50@ 1.45@ 4.75@ 1.45@ 7.50@ 4.50@ 4.50@ 4.50@ 3.00@ 5.00@ 3.00@ 5.00@ 4.50@ 1.15@ 3.00@ 1.15@ 3.00@ 4.50	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Benzoate Borneol Bornvalcetate Bromstyrol Carvol Cinnamic Acid Cinnamic Aldehyde Citral	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 4.50@ 4.50@ 4.50@ 2.75@ 1.65@ 2.75@ 1.45@ 1.75@ 4.25@ 3.00@ 1.75@ 4.25@ 3.35@ 4.25@	2.25 4.50 1.60 2.00 4.25 18.00 3.50 12.00 4.25	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 n 11.50 at no 8.00 8.25 6 4.83@ 15.00@ 2.25@ 2.25@ 2.24@ 12.00@ 12.00@	1.00 2.35 nom. nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon "Calif" Lemon "Calif" Lemongrass Limes, distilled Linaloe Mace, distilled	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 15.00@ 1.45@ .65@ 1.15@ 2.50@ 3.00@ 3.00@ 4.50@ 3.00@ 4.50@ 9.25@ 3.00@ 4.50@ 1.05@ 3.00@ 4.50@ 4.50@ 9.25@ 1.15@ 4.50@ 1.15@	13.25 1.20 2.75 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Ansic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Alcohol Cinnamic Aldehyde Citral Citral C. P.	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.15@ 2.25@ 3.75@ 2.75@ 2.75@ 1.75@ 1.75@ 1.75@ 1.75@ 3.00@ 1.70@ 3.35% 3.00@ 3.75@ 3.35%	2.25 4.50 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00	Vanillin	.53@  .95@ 2.20@ 13.50 11.50 att no 8.00 8.25 6.4.83@ 15.00@ 2.25@ 2.25@ 2.24@ 12.75@ 12.00@ 11.800@	1.00 2.33 nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50 20.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane	13.00@ 1.15@ 1.15@ 1.50@ 1.45@ 1.65@ 1.15@ 7.50@ 4.50@ 3.00@	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Aldehyde Citral Citral C. P. Citronellol, domestic	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 4.50@ 4.50@ 2.15@ 2.15@ 2.15@ 2.75@ 1.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 3.00@ 2.75@ 3.35@ 3.75@ 2.75@ 3.75@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00 10.00	Vanillin	.53@  95@ 2.20@ 13.50 12.00 11.50 11.50 11.50 26.00@ 2.25@ 222@ 224@ 12.75@ 12.00@ 18.00@ 36.00@ 36.00@	1.00 2.35 nom. nom. nom. nom. 18.00 .06½ .24 .3.25 12.50 20.00 28.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane Mustard, genuine	13.00@ 1.15@ 1.15@ 1.50@ 1.45@ 1.45@ 1.75@ 1.15@ 1.50@ 4.50@	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom Amyl Salicylate, foreign. Ansic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P Benzaldehyde, U. S. P Benzaldehyde, F. F. C Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Alcohol Benzyl Benzoate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Alcohol Cinnamic Aldehyde Citral Citral C. P.	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.150@ 1.150@ 1.150@ 2.25@ 1.65@ 2.75@ 1.	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00 10.00 12.00	Vanillin	.53@  95@ 2.20@ 13.50 12.00 11.50 11.50 11.50 26.00@ 2.25@ 222@ 224@ 12.75@ 12.00@ 18.00@ 36.00@ 36.00@	1.00 2.35 nom. nom. nom. nom. 18.00 .06½ .24 .3.25 12.50 20.00 28.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Turkish (Palma rosa) Ginger Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 1.45@ .65@ 1.15@ 2.50@ 3.00@ 1.05@	13.25 1.20 2.75 8.00 8.00 4.75 1.25 1.75 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Acetate Borneol Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Acid Cinnamic Aldehyde Citral Citral C. P. Citronellol, domestic Citronellol, foreign Cumarin, artificial, dom. Cumarin, artificial, dom. Cumarin, artificial, dom. Cumarin, artificial, for.	30.00@ 5.00@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00 10.00 12.00 4.25	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 11.50 at no 8.00 8.25 6.4.83@ 15.00@ 2.25@ 2.24@ 12.75@ 12.00@ 12.75@ 12.00@ 36.00@ 26.00@	1.00 2.33 nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50 20.00 28.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane Mustard, artificial Neroli, Bigarade, Pure Neroli, Petale, extra	13.00@ 1.15@ 1.15@ 1.50@ 1.45@ 1.45@ 1.75@ 1.75@ 1.50@ 4.50@ 4.50@ 4.50@ 4.50@ 3.00@ 32.00@ 4.50	13.25 1.20 1.25 1.25 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Ansic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P. Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Benzoate Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Alcohol	30.00@ 5.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.50@ 4.50@ 4.50@ 2.15@ 2.15@ 2.15@ 2.15@ 2.75@ 4.25@ 3.35@ 2.75@ 4.25@ 3.35@ 2.75@ 3.50@ 3.95@ 3.50@ 3.95@ 3.50@ 3.95@ 2.50@ 2.50@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00 10.00 12.00 4.25 3.00	Vanillin	95@ 2.20@ 13.50 12.00 11.50 11.50 11.50 26.00@ 2.25@ 22.20 22.20 22.20 22.20 22.20 22.00@ 36.00@ 36.00@ 22.00@	1.00 2.35 nom. nom. nom. nom. nom. 18.00 .06½ .24 .3.25 12.50 20.00 28.00 23.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algerian Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemon "Calif" Lemongrass Limes, distilled Limas, expressed Limas, expressed Linaloe Mace, distilled Mirbane Mustard, genuine Mustard, genuine Mustard, artificial Neroli, Bigarade, Pure Neroli, Petale, extra Nutmeg	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 1.45@ .65@ 1.15@ 7.50@ 4.50@ 3.00@ 5.00@ 1.05@	13.25 1.20 2.75 8.00 8.00 4.75 1.25 1.75 2.25 Nom. 16.00 3.65 6130.00 100.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon  DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisc Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign Benzyl Acetate, domestic Borneol Bornylacetate Bromstyrol Carvol Carvol Cinnamic Acid Cinnamic Aldehyde Citral Citral C. P. Citronellol, domestic Citronellol, foreign Cumarin, artificial, dom. Cumarin, artificial, for. Diphenylmethane Diphenylmethane	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.50@ 4.50@ 4.50@ 4.50@ 1.65@ 2.75@ 1.45@ 1.75@	3.00 1.35 2.25 4.50 1.80 2.00 4.25 18.00 4.25 5.00 10.00 12.00 4.25 3.00 12.00 4.25	Vanillin	.53@  .95@ 2.20@ 13.50 12.00 11.50 at no 8.00 8.25 6 4.83@ 15.00@ 2.25@ 2.26@ 2.24@ 12.75@ 12.00@ 2.25@ 2.20@ 2.20@ .00@ .00@ .00@ .00@ .00@ .	1.00 2.35 nom. nom. nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50 20.00 28.00 .23.00 .12 40.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon "Calif" Lemon grass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane Mustard, genuine Mustard, artificial Neroli, Bigarade, Pure Neroli, Petale, extra Nutmeg Orange, bitter	13.00@ 1.15@ 1.15@ 1.50@ 15.00@ 1.45@ .65@ 1.15@ 7.50@ 7.50@ 4.50@ 9.25@ 1.05@	13.25 1.20 1.25 1.25 1.75 1.00 90 2.25 Nom. 16.00 13.65 130.00 100.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Acetate, domestic Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate Borneol Carvol Carvol Cinnamic Acid Cinnamic Acid Cinnamic Aldehyde Citral Citral C. P. Citronellol, domestic Citronellol, foreign Cumarin, artificial, dom. Cumarin, artificial, dom. Diphenylmethane Diphenyloxide Ethyl Cinnamate	30.00@ 5.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.55@ 1.15@ 2.15@ 2.15@ 1.75@ 1.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 1.75@ 2.75@ 2.75@ 1.75@ 2.75@ 2.75@ 2.75@ 2.75@ 2.75@ 2.75@ 2.75@ 2.75@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 4.25 5.00 12.00 4.25 3.00 4.25 3.00 1.40	Vanillin	.53@  .95@ 2.20@ 2.20@ 13.50 12.00 11.50 11.50 at no 8.00 8.25 6.4.83@ 15.00@ 2.25@ 2.20@ 2.21@ 12.75@ 12.00@ 12.75@ 12.00@ 36.00@ 2.25@ 2.20@ 36.00@	1.00 2.33 nom. nom. nom. nom. nom. nom. nom. nom.
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon Lemon "Calif" Lemongrass Limes, distilled Limes, expressed Limaloe Mace, distilled Mirbane Mustard, artificial Neroli, Bigarade, Pure Neroli, Petale, extra Nutmeg Orange, bitter Orange, bitter Uris Pennel VI.S.P.	13.00@ 1.15@ 1.15@ 1.50@ 1.45@ 1.65@ 1.15@ 7.50@ 4.50@ 9.25@ 9.25@ 3.00@ 5.00@ 3.00@ 5.00@ 1.05@ 3.00@ 1.50@ 3.00@ 1.50@ 1.40@ 3.50@ 1.15@	13.25 1.20 .75 8.00 8.00 4.75 1.25 1.75 1.00 90 2.25 Nom.	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, U. S. P. Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Benzoate Bornylacetate Bromstyrol Carvol Cinnamic Acid Cinnamic Alcohol Citral C. P. Citronellol, domestic Citronellol, foreign Cumarin, artificial, for. Diphenylmethane Diphenylmethane Diphenylmethane Diphenyloxide Ethyl Cinnamate	30.00@ 5.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.50@ 4.50@ 4.50@ 2.25@ 1.65@ 2.75@ 4.25@ 3.35@ 1.75@ 1.75@ 4.25@ 3.35@ 1.75@ 3.50@ 3.95@ 3.50@ 3.95@ 2.50@ 1.00@ 5.50@ 5.50@ 9.50@	3.00 1.35 2.25 4.50 1.80 2.00 1.60 2.00 4.25 18.00 3.50 12.00 4.25 5.00 10.00 4.25 3.00 1.40	BEANS Tonka, Beans, Para Tonka, Beans, Angostura Vanilla, Beans, Mexican. Mexican, cut Vanilla Beans, Bourbo whole Vanilla Beans, Bourn, cut Vanilla Beans, Tahiti yellow label White label  SUNDRIES Alcohol Cologne spts., gal. Ambergris, black(oz.) Ambergris, gray Civet horns	.53@  .95@ 2.20@ 13.50 12.00 11.50 att no 8.00 8.25 6 4.83@ 15.00@ 2.25@ 2.26@ 2.24@ 12.75@ 12.00@ 36.00@ 22.00@ 36.00@ 36.00@ 22.00@ 18.00@ 18.00@ 18.00@ 18.00@ 25.00@ 25.00@	1.00 2.35 nom. nom. nom. nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50 20.00 28.00 .12 40.00 .15 50.00
Coriander Croton Cubebs Cumin Dillseed Erigeron Eucalyptus, Aus. 'U.S.P. Fennel, Sweet Geranium, Rose Algeriat Geranium, Bourbon Geranium, Turkish (Palma rosa) Ginger Gingergrass Guaiac (Wood) Hemlock Juniper Berries, rectified Lavender, English Lavender, English Lavender, U.S.P., "IX" Lemon "Calif" Lemon grass Limes, distilled Limes, expressed Linaloe Mace, distilled Mirbane Mustard, genuine Mustard, artificial Neroli, Bigarade, Pure Neroli, Petale, extra Nutmeg Orange, bitter	13.00@ 1.15@ 1.15@ 1.50@ 1.50@ 1.45@ 1.65@ 1.15@ 2.50@ 3.00@ 3.00@ 3.00@ 1.05@ 1.05@ 3.00@ 1.05@	13.25 1.20 2.75 8.00 8.00 4.75 1.25 1.75 2.25 Nom. 16.00 3.65 0.130.00 100.00	Ylang-Ylang, Manila Ylang-Ylang, Bourbon DERIVATIVES AND C Acetophenone Amyl Salicylate, dom. Amyl Salicylate, foreign. Anisic Aldehyde, foreign. Domestic Benzaldehyde, F. F. C. Benzilidenacetone Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate, foreign. Benzyl Acetate, domestic Benzyl Acetate, domestic Benzyl Acetate, foreign. Benzyl Acetate Borneol Carvol Carvol Cinnamic Acid Cinnamic Acid Cinnamic Aldehyde Citral Citral C. P. Citronellol, domestic Citronellol, foreign Cumarin, artificial, dom. Cumarin, artificial, dom. Diphenylmethane Diphenyloxide Ethyl Cinnamate	30.00@ 5.00@ 5.00@ 1.50@ 1.50@ 1.50@ 4.50@ 4.50@ 4.50@ 1.65@ 2.75@ 1.55@ 1.75@ 1.75@ 1.75@ 1.75@ 3.00@ 1.75@ 3.50@ 3.75@ 3.50@ 3.75@ 3.50@ 9.50@ 1.00@ 5.250@ 5.25@ 3.40@	3.00 1.35 2.25 4.50 1.80 2.00 4.25 18.00 4.25 5.00 10.00 12.00 4.25 5.00 11.00 4.25 1.40 1.40	Vanillin	.53@  .95@ 2.20@ 13.50 12.00 11.50 att no 8.00 8.25 6 4.83@ 15.00@ 2.25@ 2.26@ 2.24@ 12.75@ 12.00@ 36.00@ 22.00@ 36.00@ 36.00@ 22.00@ 18.00@ 18.00@ 18.00@ 18.00@ 25.00@ 25.00@	1.00 2.35 nom. nom. nom. nom. nom. nom. nom. 18.00 .06½ .24 .30 13.25 12.50 20.00 28.00 .12 40.00 .15 50.00

### FOREIGN CORRESPONDENCE

(Continued from Page 167)

261,163 gallons. This figure does not include several districts, and when the production of these districts is added it will in the opinion of experts probably bring the total for the year up to 16,925,099 gallons.

### ICELAND .

Perfumery and Soap Taboo.—The list of goods prohibited from importation into Iceland, effective March 14, 1924, includes soap. Perfumery imports have been prohibited since 1921.

### IRISH FREE STATE

REVISION OF CUSTOMS TARIFF.—Important changes in the customs duties on imports into the Irish Free State are embodied in the new budget introduced into the Irish Parliament on April 25.

The Irish Free State had temporarily been operating under the British tariff, and since April 1, 1923, the duties on imports into Ireland had been practically identical with those into the United Kingdom. The new Irish budget makes some radical changes in this situation, consisting on the one hand of dropping the 33½ per cent duties on the so-called key industries products, and changing the duties on sugar, confectionery, cocoa, and tea, mostly downward; and, on the other hand, of imposing new protective duties on a number of articles hitherto free of duty.

Soap, soap powders, and candles are to pay a duty of 10 per cent ad valorem; empty black and green glass bottles are to be dutiable at 33½ per cent ad valorem. These new duties become effective July 1, excepting in the case of bottles, which come into operation from May 12.

### ITALY

SICILIAN ESSENTIAL OILS.—According to a recent report from Messina regarding Sicilian essences this season, many factors have had a marked influence on essential oils. The normal yield of oil from citrus fruits has not been realized. Adverse weather conditions have reduced the quantity, so that only 75 per cent has been obtained. In spite of this, however, there is no scarcity, and buyers could readily be supplied from existing stocks. For some time, however, growers have been reluctant to sell, and as soon as buyers have desired to cover their commitments rates have been raised.

### MEXICO

Vanilla Beans.—The Mexican Government has issued a decree prohibiting the export of shoots or bulbs of vanilla for reproduction.

## RUSSIA

Soviet Customs Tariff.—London sends extracts from the Soviet protective tariff, the rates being in the new currency in gold rubles. (Ten gold rubles make the standard unit, the tchervonetz, which equals £1 1s. 2d.) The rates in rubles per 100 kg are as follows on the items mentioned:

		Rubles 100 Kg
Olive oil; castor oil; cottonseed eil		
Palm oil	 	6.00
Aromatic waters, non-alcoholic		7.40

Perfumes and cosmetics of all descriptions, alcoholic, per kg. Essential oils, natural and synthetic; crystalline aromatic	
substances, not specifically mentioned, per kg  Pomades packed in containers of over 4 kg	91.00
Toilet and medicinal soaps	25.00

### SPAIN

Essential Oils.—Vice-Consul H. L. Smith reports from Malaga relative to essential oils as follows: "There was an important falling off in the exports of essential oils from Malaga in January as compared with December. Towards the close of the month the market was more active on account of French and American demand. The demand for lavender spike was good throughout the month, and prices were firm. French importers were actively in the market for sweet orange oil, rosemary, and thymol. American buyers were chiefly interested in rosemary, origanum, and thymo.

"Exports of rosemary to the United States during the month totaled 11,013 pounds, valued at \$3,224, as compared with none in December, and only 2,199 pounds, valued at \$728 in January, 1923. The exports of thyme to the United States fell off considerably in January, totaling 2,118 pounds, valued at \$1,830, as compared with 30,533 pounds, valued at \$11,020, in December, and 5,588 pounds, valued at \$7,694, in January, 1923. Exports of origanum to the United States during the month totaled 1,760 pounds, valued at \$1,641, compared with 6,512 pounds, valued at \$7,478, in January, 1923. The stocks of all essential oils are reported to be below normal for this time of year.

"The total exports to the United States during the month equaled 19,456 pounds, valued at \$7,998, as compared with 27,467 pounds, valued at \$18,989, in December, and 25,901 pounds, valued at \$20,674, in January, 1923."

## SYRIA

New Syrian Tariff Effective May 1.—The proposed advance in customs duties on imports into Syria was scheduled to go into effect on May 1. All goods actually enroute to Syria on May 1 will be allowed entry at the former rates

### TURKEY

OLIVE OIL.—The yield of olive oil for New Turkey during 1923 was 44,870,000 kilos. In 1914 the production was 84,630,195 kilos of oil. The olive oil districts are mostly in the so-called devastated areas, and much of the 1923 yield remained on the trees unharvested, reports Acting Commercial Attaché R. O. Hall, Constantinople, to the Department of Commerce. Most of the olive oil produced in Turkey is consumed in the country, a small portion being used by small soap factories, while a small quantity is exported to Bulgaria and Rumania.

Prohibition abolished, but ban on alcohol imports is continued.—After an unsatisfactory trial of a year Turkey has abandoned its prohibition experiment, effective on May 11, 1924, according to cable advices from American Trade Commissioner Gillespie, sent from Constantinople to the Department of Commerce. While alcoholic beverages may be imported into Turkey at twelve times the specific rates of the 1916 tariff, the importation of alcohol as a commodity is still on the prohibitive list.

Loss of revenue, trade complications with other nations and lack of moral improvement were the causes.

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# FRENCH COLONIAL INSTITUTE

The memoirs and reports on vegetable oils which were presented at the Congress of Colonial Products at the Colonial Exposition of Marseilles, 1922, and have been published by the Institut Colonial at Marseilles (5, Rue Noailles), have recently come to hand. The reports fill two large volumes, a total of 687 pages, and deal with all the commercial vegetable oils of the world, with special reference to those originating in the French colonies, mainly in Africa.

Much of this material, such as that bearing upon the cultivation of oil-bearing plants in northern and equatorial Africa, will be of little interest to American readers. is some statistical material, but most of it is not sufficiently

recent to be of immediate commercial interest. M. J. Bonnet contributes an excellent study of olive culture and olive oil manufacture in France. Linseed cultivation in Africa and Australia, coconuts in Indo-China, Africa, the Malay States and India, sesame in India, castor beans in Malaysia, experimental soya bean cultivation in France, extraction of oil from rice bran, and several minor topics form the subjects of interesting reports. The paper of J. A. Campbell, chief chemist of the British South African Explosives Company, and L. Pryce, engineer of the City Deep Company, on the possibility of manufacturing glycerine in South Africa, is translated into French.

Of greatest interest, perhaps, are two careful papers on the cultivation of peanuts in the United States, one by M. A. Stieltjes, Director of Technical Service, Colonial Institute, Marseilles, and the other by MM. Amman and Denis, who were sent by the French Union of Oil Manufacturers to this

The second volume of these reports is devoted exclusively to palm oil. Three papers on the culture of the oil palm in West Africa are followed by a short study on pressing machinery and a series of discussions on the utilization of selections. palm oil as a fuel for internal-combustion engines in Africa.

### Gold Watches Given to Pears' Veterans

gala gathering of the employees of A. & F. Pears, Ltd., the British soap manufacturers recently marked the presentation of gold watches to the following veterans who have just retired: H. Hart, 42 years' service; T. Treadway, 40 years, and F. Burt, 38 years. A dramatic entertainment was much enjoyed.

## Laboratory to Test Fastness of Dyes

A wash test laboratory to test the fastness of dyes and the washability of textiles, including knit goods and other materials, has been established by Procter & Gamble, soap makers, of Ivorydale, Ohio, as a gratuitous service to manufacturers of dyed fabrics.

## Facts About Canada's Soap Trade

In our Toronto Correspondence, printed in the Trade Notes Section, will be found information of interest about the condition and worth of Canada's soap industry.

## NEW STUDIES ON VEGETABLE OILS BY THE LORD LEVERHULME DISCUSSES WORLD'S **OUTLOOK IN SOAP INDUSTRY**

LONDON, May 1 .- Lord Leverhulme in connection with the recent thirtieth annual general meeting of Lever Bros., Ltd., at Port Sunlight, delivered a timely review of the effects of recent industrial and economic conditions on trade. Of his own firm he said that its soap sales for 1923 exceeded those of 1922 in practically every associated company, as well as in the parent company. Such companies as had sustained losses in 1922 had been able to make satisfactory profits or greatly reduce their losses during 1923. The prospects for all of them in 1924 were excellent.

Discussing the world's trade, based on observations during his recent tour, Lord Leverhulme said the position of their business, as a whole, was far better than the world's industrial position. The great hindrance to the more rapid recovery of the world's stability on trade and commerce was that all nations were suffering from a surplus of politics and a shortage of production. There was today a tendency to rely more and more on government grants and doles, which do not really stimulate, but rather hinder and

delay, productive recovery.

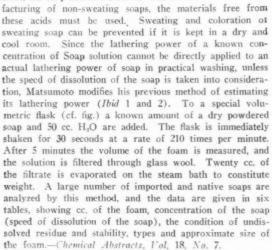
The world, he said, seemed to have forgotten that all governments were really only paupers, living on the activities of the citizen; that for governments the only source of income was by taxation, and that taxation impover-ished all and could enrich none, that the prosperity of the people could only be won by work, and that capital is the great industrial instrument with which to win prosperity. It was an outstanding fact that in all countries the directors had visited, where capital was the greatest per head of the population, there the prosperity of the people was the greatest, wages the highest, hours of labor the lowest, and welfare and happiness the widest and deepest; and that in all countries they visited where capital per head of the population was the lowest, there the prosperity of the people was also the lowest, wages the lowest, hours of labor the longest, and welfare and happiness the narrowest and shallowest.

What trade and commerce required, the world over, today, he declared, was restoration of capital lost by the Great War, and increases in the number of capitalists, and decreases in taxation caused by the Great War, so that manufacturers and producers, trade and commerce, the world over, may make steady progress and growth, and so end unemployment and restore confidence. He was sure it would interest the Leverhulme shareholders to know the position the business would be placed in if they, unhappily, came within the vortex of the whirlwind of strikes which were now taking place in the United Kingdom. As he had mentioned, the majority of the associated companies were outside the United Kingdom, and he found that the majority of their employees were also engaged in their operations outside the United Kingdom.

The overseas companies were never formed to make, and did not make, soap for sale in the United Kingdom, but if, unhappily, a strike occurred, he was sure it would be interesting to the consumers of soap to know that they would never need to suffer from either a postponed washing day or to go about with dirty hands or faces, for, apart from the stocks held at their various depots throughout the United Kingdom, they could deliver into the United Kingdom, in the event of their works in the United Kingdom being closed, from their overseas works in France, Belgium, Holland and Switzerland, soap made there, long before their United Kingdom stocks were exhausted, and they could deliver from their works in the United States and Canada, within a few weeks of telegraphing instructions to manufacture for the United Kingdom, followed by supplies from South Africa and Australia a few weeks later. He sincerely hoped that there would never be any necessity for that, but, bearing in mind the enormous interests of the shareholders, the directors had carefully studied the position, with the above result.

## SOME RECENT STUDIES ON SOAP

Studies on soaps. III. Coloration and sweating of soaps and the method of estimation of the lathering power of a soap. Gen. Matsumoto. Report Imp. Ind. Lab., Osaka (Japan), 4. No. 9. 1-21 (1923).—Using an entirely different method, Matsumoto came to the same conclusion as Tsujimoto (J. Chem. Ind. (Japan) 15, 168 that the sweating of soap is due to a presence of linolic acid or higher unsaturated acids. A high humidity and high temperature increase the sweat, which is an aqueous solution of these free acids. When this sweat dries and oxidizes, the soap becomes colored. For manu-



### Patent for Extracting Fats and Oils

205,833. Extracting Oils and Fats. Australian Lanoline Proprietary Ltd., 360. Collins Street, Melbourne. Assignees of J. Avery, 4, Kelvin Grove, Armadale, Victoria, Australia. International Convention date, October 23, 1922. The separation of oils, fats, waxes—e. g., wool fat—from emulsions by froth flotation depends on the temperature of the liquid and the froth, the quantity of air used, the fineness of the bubbles, the depth of the liquid and froth, and the draining and washing of the froth. Liquor containing wool fat is cooled to 90°-100° F. and passed through a series of boxes having a depth of 1 ft. provided with a canvas base, through which air is forced. The froth is sprayed into cold water to make it spongy, and removed continuously or in batches. The froth removed is washed with water and dried by heat. The process is applicable for treating other emulsions of oils and water.

## BOOK REVIEW

"Das Glycerine," by C. Deite and J. Kellner, 449 Pages, Julius Springer Berlin 1923.

This work, begun by Dr. Carl Deite prior to his death in September 1921, and completed by J. Kellner, is well and interestingly written. It falls into four main divisions, the recovery of glycerine, the refining of glycerine, glycerine analysis and uses of and substitutes for glycerine.

Much of the information is ordinary and the machinery and methods described are almost entirely German. The space devoted to these might be greatly condensed yet many valuable details are given through the long descriptions of apparatus and its operation. The cuts are unusually clear and legible. The description of the production of synthetic glycerine by fermentation and other methods as well as the outlining of substitutes for and uses of glycerine is information which is not readily available. In fact the addition of this book to chemical literature should be welcome. The information on glycerine is ordinarily sought after in texts on other subjects to which it is allied. The authors of this work have compiled much knowledge into one volume which is ordinarily scattered through many books and journals. The book ought to be translated into the English language to make the information contained therein more generally E. G. THOMSSEN.

## NEW BOOKS ON FATS AND OILS

The following three new volumes have appeared in the excellent series of monographs on the chemistry of fats and oils edited by Prof. Dr. K. H. Bauer, and published by the Wissenschaftliche Verlagsgesellschaft of Stuttgart.

"DIE OELE UND FETTE IN DER TEXTILINDUSTRIE" (Oils and Fats in the Textile Industry), by Prof. Dr. Herbig, of Chemnitz, 1923. 8vo, 302 pp. The book includes a systematic survey of all the common oils, fats and waxes, their properties, sources, uses and analytical constants; a chapter on testing fats and oils, one on textile soaps and detergents, one on the analysis of textile soaps, one on textile oils, and one on the analysis of textile oils. These last four chapters, which occupy two-thirds of the book, are very thorough, and appear to be up to date, at least with respect to German practice, from which American technologists might probably derive many useful hints.

"DIE FABRIKATION DER MARGARINE" (Margarine Manufacture), by Director P. Pollatschek, of Frankfurt-am-Main, 1923. 8vo, 55 pp. This interesting survey is more extensive than exhaustive, dealing with the history, raw materials, accessory materials, machinery, manufacturing processes, composition and properties and legal status of butter substitutes in Germany and to some extent elsewhere.

substitutes in Germany and, to some extent, elsewhere. "Das Erdoel." (Petroleum), by Dr. Richard Kissling, of Bremen, 1923. 8vo, 146 pp. This is an excellent short treatise on mineral oils, containing an astonishing amount of information in small compass. The following topics are discussed, usually rather briefly: Origin, composition, chemical and physical properties, history, geology, geography, drilling, storage and transportation of petroleum (40 pp.). Then refining and distillation practice, with reference to different kinds of crudes (52 pp.); uses and properties of finished products (22 pp.); testing and evaluation of petroleum and its products, and refinery control (17 pp.); and finally an excellent index. This volume should be very useful to anyone desiring a world survey of petroleum from the technological standpoint, in briefer compass than the classical Engler or Boverton-Redwood.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

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## TRUTH IN SOAP ADVERTISING

Federal Warning Is Given to Stop Misbranding and Similar Evils; Public Really Cares Little About Ingredients, But Wants Results.

The tendency to exaggeration, when discoursing upon the merits of a really superior article of merchandise is a strong one. It is not always an easy matter to avoid misstatement or overstatement when one is enthusiastic in the extreme, nor is it difficult, when attempting to convince others, to state your own beliefs in a fashion which lays you open to the attack of your opponents on the ground that you have seriously overstepped the bounds of strict truthfulness in your discourse. When your opponents in such a matter happen to be vested with the authority to compel you to withdraw or at least amend your remarks to conform with certain definite standards of truthfulness, your plight becomes a serious one.

It is in just such a plight that a fairly large section of the soap industry finds itself at present. It has run foul of the Federal Trade Commission in the matter of advertising in several instances. Rumor has it that, unless certain practices in the matter of publishing statements in regard to its products are speedily corrected, it will find itself brought up sharp by that body in several other directions. This is not a particularly enviable position in which to be placed, and it is the more unfortunate in that the general public will not wholly understand the basis for the various citations and complaints and will judge the business ethics of the entire industry upon certain isolated instances of more or less important violations of trade ethics and business codes.

### A Natural Development

The growth of advertising has been accompanied by certain almost inevitable evils arising out of the nature and object of advertising in itself. The purpose of publicity in the majority of instances and almost invariably in the soap trade, is the sale of more merchandise. Whether this is accomplished at the expense of other similar products or through the creation of an additional demand is unimportant. Probably advertising is more than any one other orce responsible for the growth and present condition of the soap industry. The industry realizes this, and is spending more and working harder each year to use this effective salesman to the limit of his capacity.

Unfortunately, the tendencies mentioned in the first paragraph of this article are felt with peculiar force by the soap trade. Soap is a chemical product. As such it is a more or less mysterious substance to the layman. He does not understand its manufacture or its composition. He only partially understands its working and its effect. He is more likely to take the statement of the manufacturers for granted in the case of soap and kindred chemicals than he is in products of less complicated manufacture. He will buy a soap upon a high sounding technical description when he will scan a suit of clothes only too closely if advertised by the same means. Hence, it has become too easy for misleading, not to say false, advertising to become a part of the methods of the soap manufacturer where the manufacturer of clothing would at once realize the worthlessness of the same sort of advertising "copy."

The whole question would seem to be one of misplaced emphasis in advertising. The manufacturer of clothing places the emphasis upon style and wearing qualities, mat-

ters which are of direct interest to the consumer. If he mentions materials at all, it is in connection with the consumer appeal in the matter of value for the money. The producer of furniture does not go into his technical processes further than to prove that his furniture is well built and will stand all ordinary usage. He rather discourses upon appearance and lasting qualities. The soap manufacturers, on the other hand, have attempted to convince the buying public by describing the ingredients entering into, or supposed to enter into, their product.

### Consumers' Point of View Important Factor

The soap consumer is interested in only a few points. In laundry soaps he desires to know whether the soap will assist sufficiently in eradicating the dirt without serious damage to the fabric. In toilet soaps he is interested in efficiency and to some extent in odor and appearance. How the manufacturer achieves the product which gives the desired results, the layman cares not a whit. What ingredients are placed in the soap to give the peculiar and desired effect is of little or no interest to him. Nine times out of ten—ninety-nine times out of a hundred—he knows nothing of the relative merits of the raw materials, and is not interested in learning of them. If he is interested, he will seek the knowledge in other places than the sales advertisements of the soap manufacturer.

It is of doubtful benefit to the manufacturer to tell what ingredients are in his soap when they are actually there. It is not only folly but something far worse to advance ingredients and percentages of ingredients which are not present or are present in less than the advertised ratios. To the extent that the soap industry has indulged in such practices, it is guilty of the charges now being brought against it, and should reap the harvest which such guilt is now beginning to bring into its stores.

Instances of so-called "castile" soaps which have contained either no olive oil or only a fractional percentage of that ingredient have been multiplied. This is direct misbranding, and the soap industry should purge itself of it at once. Laundry soaps, advertised as containing naphtha in quantities which it is chemically impossible to place in the soap, have been pushed. This is misleading advertising, and the trade cannot afford to allow it to continue.

So-called "vegetable oil" soaps containing large percentages of tallow and other animal fats have been placed upon the market under names indicating a strictly vegetable origin and with high sounding advertising discoursing upon the value of these vegetable products as cleansing and soothing agents. This is both misbranding and misleading advertising. The soap industry must eliminate it.

### Troubles to Come

It is unfortunate that it required action by the government authorities mentioned above to bring about the correction of the evils existing in soap advertising. A more closely related and better organized industry would possibly have been able to eliminate them itself without the interference and consequent publicity arising from governmental action in the matter. Had the growth of advertising as a sales

medium been less rapid in the industry, it is probable that better counsels would have prevailed. Too great an effort te prepare superior advertisements or to write strong and appealing advertising "copy" is one of the most frequent causes of exaggeration and misstatement.

The checking of this sort of advertising by governmental action may easily be the forerunner of more serious and hampering difficulties for the trade unless a speedy and effective effort toward the elimination of the evils referred The insecticide industry, through carelessness to is made. in the use of its advertising and through exaggerated statements as to the purity and efficiency of its products, is now faced with a constant warfare against legislation in various In many instances it is forced to print complete formulæ of its products upon its packages. It is taxed and hampered at every turn, and almost solely on account of its foolish sales methods of past years. The fertilizer industry in many states is now forced to print its formulæ in full upon its packages. In others, it is forced to give the essential ingredients and their percentages in the mixture. In still others, complete supervision of its products is undertaken by the State governments and all fertilizer entering these states must first be analyzed and approved by a governmental bureau.

## Medicinal Products

It is not too much to expect that action against the soap industry along these same lines may follow further advertising of the sort which the Federal Trade Commission now condenus. It is easy to see the effect upon the industry and the cost to it which would result from the passage of state laws prohibiting the sale of any soap or soap products when the complete analysis or formula is not clearly printed upon the labels or packages. Such action would curtail the sale of soaps made in other sections of the country, and in addition place a heavy burden upon manufacturers entering the trade in the states adopting such laws.

The tendencies mentioned in connection with the toilet and laundry soap industries have been carried to the extreme in the advertising given to certain medicinal soaps. Medical opinion is divided as to the value of chemicals when applied to the skin in the treatment of various ailments. At best there are only a very few such articles which are of value in the general run of cases, while some are positively harmful to certain conditions for which they are "prescribed" by the manufacturers of soaps in which they are ingredients. In addition, the medication of certain soaps of the so-called "medicinal" type is so light that they can hardly effect the results claimed for them even under the most favorable circumstances. Yet the advertising accompanying the sale of some of these products is flamboyant in the extreme. Exaggeration is scarcely the word to be applied in some of these instances.

The soap industry cannot afford to continue its assent to these practices by silence. Already the practices have done great damage in drawing the attention of the public to the false claims of many manufacturers. There is need for a thorough reorganization of advertising methods. This can be accomplished without injuring one whit the effectiveness of the various campaigns. It may even result in making them the more effective.

### Correcting the Abuses

The first step to be taken in the correction of the abuses which exist is the abandonment of emphasis upon ingredients. As has been said, the public does not understand, nor does it want to know what is in the product, so long as the proper result is attained. Whether the soap contained naphtha or does not is of no importance if it is a thorough and harmless cleansing agent. Whether it is made of palm oil or tallow is of no importance if it is bland and pleasant in toilet or bath. Whether it is medicated with this, that, or the other products is of no importance, if its use allays certain unfortunate conditions of the skin.

use allays certain unfortunate conditions of the skin.

The abandonment of the advertising of ingredients and the transfering of this emphasis upon the results attained need not interfere with the attractiveness or the drawing power of the advertising. The "copy" can possess even more human interest without it. The drawing power will,

in many instances, be greater. It will not be an easy change to make in many instances, but it can be done without harmful effect upon sales.

The soap industry has been awakened to the need of reform by recent action on the part of the federal authorities. It has been given more than a gentle hint of the wrath to come. It should be fully alive to the situation. Its progressive members will doubtless immediately see the light. Those who do not, should be made to see it by the big men of the industry, who realize fully what may follow the prevalence of lack of truth in soap advertising.

## Procter & Gamble Case Up June 11

The Federal Trade Commission announces that it has set June 11 as the date of argument in connection with its complaint against Procter & Gamble, manufacturers of soap and washing powder. The complaint alleges unfair methods of competition because of the claim that the respondents falsely represent that certain of its soaps and washing powders contain naphtha and advertise their soap of the highest grade because it is white. The complaint says that the fact that the soap is white adds nothing to its cleansing value.

### DETERMINING ALKALINITY OF SPENT LYES\*

### By F. GOLDSCHMIDT

The control of spent lyes is one of the important tasks of the regular control of the technical operations in the soap industry. After removal of fatty acid or resin the alkalinity of the spent lye, calculated as soda, should not amount to more than ½ per cent as sodium carbonate. The total alkali content is determined by titration with n/2 normal hydrochloric acid and with methyl orange as an indicator. The determination is made difficult by the fact that the brownish color of the spent lye, which remains even after copious dilution, obscures the precise change of the indicator in a troublesome manner. Under the circumstances it is advisable to remove the coloring impurities with the aid of an absorbing agent in the same manner as the technical purification of the spent lyes is accomplished. The working method is as follows:

About 50 g of spent lye are placed in a measuring flask of 200 ccm capacity and treated with 50 ccm of  $\frac{\pi}{2}$  HCl.

After a small quantity of decolorizing carbon has been added the mixture is shaken a few times and then permitted to stand quietly until the formation of carbonic acid ceases. Then the flask is filled up to the mark with distilled water and half of the liquid is transferred through a dry filter into another measuring flask of 100 ccm capacity.

These 100 ccm are titrated back with hydrous  $\frac{n}{2}$  sodally

The filtrate is absolutely colorless and clear and the change of the methyl orange takes place distinctly. The direct decolorizing of the spent lye cannot be accomplished in a satisfactory manner and is only possible in an acid solution. No measurable errors result from the absorption of hydrochloride by the carbon. A soda solution of 1.66% Na<sub>2</sub>CO<sub>3</sub> content, for instance, showed a content of 1.68% after titration with an addition of carbon.

The filtrate may also be used for the direct determination of the glycerine, but in this case sulphuric acid is used for the acidification, instead of hydrochloric acid. A comparative analysis of a spent lye according to the method of Hebner-Steinfels, for instance, furnished the following results:

After purification with zinc sulfate: . . 4.46% glycerine After purification with decolorizing carbon 4.38% glycerine

From Zeitschrift der Deutschen Oel-und Fet Industrie, Vol. XLIII, No. 3.

, 1924

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## SALIENT FACTS ON MEDICINAL SOAP BASES\*

Comments and Criticisms on an Article Written by Dr. KIONKA

By Dr. W. PROSCH\*

EDITORIAL NOTE: While this article is a criticism of a paper published by Kionka it does not devote an undue amount of space in taking up his paper. The author in conclusion states that he has merely seized upon a few special points in the Kionka article to illuminate more intimately some special soap making points. We, therefore, publish it for its value in giving some salient facts as regards soap bases for medicinal purposes.

E. G. Thomssen.

1. From year to year the interest in soap and in the problems called forth by it from the medical profession has steadily increased. Medical science itself paid closer attention to this matter and gave suggestive direction, leading thereby to improvements and to progress in the technique of soap as well as in the investigation into the chemistry of soap.

Nevertheless a considerable series of noteworthy facts in the chemistry of soap and their modus operandi have without doubt not yet become common property in medical circles. Surely therefore articles like the recent one by Kionka<sup>1</sup>, "On Medicinal Soaps" will be warmly welcomed. However, it seems to me necessary, especially when one turns to scientific problems in which, by virtue of the different form of mental activity, there is usually neither time, nor opportunity, to take up what one reads and hears from other spheres of investigation, with that critical spirit which is proper especially in the case of not fully elaborated problems, it is necessary, I say, to give expression to one's assertions and explanations with a certain consideration and mental insight, so that they hold good, and are intelligible, also in the narrow special field. These considerations, however, seem not always to have been fully observed in the above mentioned article by Kionka. From my view point, therefore, I believe I am able to contribute something worth knowing, concerning soaps in general, and medicinal soaps in particular, in which effort I must occupy myself somewhat with the above cited article within the sphere of criticism of

### Soaps in Narrow and Broad Confines

By soaps in the narrower sense are meant the alkali salts of the higher fatty acids. The fatty acids belong in most cases to compounds free from hydro-carbon; unsaturated acids and oxy-acids are, for definite cases also in use. The soaps consist of microscopic and ultra-microscopic so called "micellae," which on their part are composed of crystalline soap elements. The interstices between these separate particles are filled with water which, by its easy mobility, conditions a certain elasticity of soap jellies and solid soaps. The individual crystalline soap elements are, according to more recent investigations, with greatest probability free from water of crystallization.

For the manufacture of fine soaps or toilet soaps, as also for the ordinary household grain soaps, the most diverse fats or fatty acids may be mixed, provided the quality is good. It is not necessary to use only palmitic acid, stearic acid and oleic acid. It is necessary so to select the added material, that is, the fatty acid mixture selected for saponification, that the final product results in the desired condi-

tion as regards solubility, smoothness, firmness, absence of brittleness. To go into detail in the manufacture of fine soaps within the scope of this article would lead us too far afield

2. The process of dissolving a soap in water in the typical process of dissolving any soluble colloid. The soap begins by swelling, and finally by a rise of temperature, passes into solution. The solubility decreases considerably in certain soaps with the increase of the carbons. For instance, while a sodium-palmitate solution of 6%, which has been brought into solution by increasing the temperature stiffens at about 52°, in case of a sodium-laurate solution of 6% (lauric acid in palm oil, coconut oil) this stiffening point is reached already at 26°. As with all salts, whose base and acid differ widely in their strength, soap in aqueous solution is probably likewise influenced by hydrolysis. The degree of hydrolysis is, however, not nearly so great as has been formerly assumed. Formerly it was assumed, Kionka still makes this assumption, that the fatty acid set free by hydrolysis forms with unaffected (parts of) soap an acid salt. The stoichiometric conditions for this combination do not exist at all. (i. e., the relations of the measurable chemical elements for this formation of acid salt do not exist). What happens is a process of a combination by absorption of netural soap with varying quantities of free fatty acid arising through hydrolysis. Thus, for instance, the potentiometrically determined hydrolysis of a 3% sodium hydroxide solution amounts to only 1%, while that of a .03% solution amounts to only 4%².

### Criticizes Kionka's Solubilities Methods

Quite erroneous do I consider the method by which the solubilities of a series of soaps are compared by Kionka. The method used by him permits perhaps some insight into the capacity for swelling and for water absorption of the different soaps; but to attempt to determine the undissolved material from the thickness of the gelatinous layer, does not take into account the influences of the varying volume of swelling which is conditioned by differences in fatty acid salts, by the presence of electrolytes or of colloidal bodies. It is, however, also a fact that soaps are capable, at a temperature of 20°, to the amount of 6% and above, of dissolving in water, in the sense of swelling up to a jelly, when they have absorbed all the water available in the vat. It was possible for me to prepare such solutions, in the sense of jellies from an entire series of soaps when the mass was stirred from time to time. By application of heat all soaps dissolve, to stiffen again on cooling more or less rapidly according to the kind of soap and of the admixtures, at varying temperatures. It is known that by additions in certain concentrations this hardening process is retarded, the temperature of hardening is lowered, and the structure and appearance of the resulting jelly is changed. For instance it could be shown that by addition of a soap with a smaller molecular weight the hardening or stiffening temperatures may be strongly lowered; a sodium palmitate solution of 1% turns to jelly at about 43°, while this solution in presence of 0.3% of sodium laurate hardens at 35% By addition of electrolytes and of certain colloids, e. g., the otherwise opaque jelly may become hyaline. The relations, in the washing process, however, are in several respects otherwise opaque jelly may become hyaline. The relations, in the washing process, however, are in several respects otherwise opaque jelly may become hyaline. The relations, in the washing process, however, are in several respects otherwise opaque jelly may become hyaline. The relations, in t

<sup>\*</sup>From Zeitschrift der Deutschen Oel und Fett Industrie, Vol. XLIII, No. 49, p. 706, being remarks by Dr. Prosch on an article by Kionka in Vols. 29, 30 and 31.

<sup>&</sup>lt;sup>1</sup>Kionka, Archiv. f. Derm. u. Syph. Zeitschr. d. Deutsch Oel u. Fettind., 1923, No. 29-31.

<sup>&</sup>lt;sup>2</sup> Leeten, Zeitschr. d. Deutsch. Oel u. Fett Ind., 1923, No. 5; see also Mc. Bain, Trans. of the Chem. Soc., 105 (1917).

considerably more effective. Thus it was recently established by me<sup>3</sup> that the increased efficiency of a 2% sodium laurate solution amounted to about 50%, while otherwise<sup>4</sup> it was established that a 33% sodium caprinate solution, which yielded much less foam, and had for this reason to be used as a 33% solution, had an efficiency of only 16%.

It is seen here that soaps which possess a greater solubility in water (sodium-caprinate, sodium-nonylate, sodium-caprylate, etc.), since the colloidal character is not yet pronounced, as it is in soaps of higher molecular structure, show a greatly diminished capacity for foam formation and a lessened efficiency of the soap in its foam. The greater solubility of a soap can thus, by the greater ability to form foam, and to be effective, be shown superior to another soap.

It was possible for me to determine the degree of concentration of the foam which forms in the washing process in case of an entire series of fine soaps and of medicinal soaps, and to show from the established values of about 8-12%, that, in reality quite different conditions exist than when a soap is allowed to swell in presence of water in a test tube by the method of Kionka. It is self evident that the washing process depends on several distinct conditions, since by the protraction of the washing process, and the use of more or less water the relations are varied in each case. The established data represent the varying values which were found in the experiments in washing made by me and numerous other investigators. The conclusion which might be drawn from the experiments of Kionka are not fully warranted.

## Neutrality a Requisite in Solid Soaps

3. Every solid soap, whether it is of the type of household soaps, or a toilet or medicinal soap is required to be In practice the test of this is made by applying neutral. to a freshly cut surface of the soap a drop of an alcoholic solution of phenolphthalein. There should not be an immediate red coloration; if it does turn red the existence of free alkali is proven. In case of grained soaps the standard test allows a slight reddening after the lapse of about two minutes, as showing that the soap has been boiled netural. The reddening which appears after several minutes is due to the slowly developing hydrolytic separation. A good fine soap, however, should show no reddening, or the red color should appear only after a longer time. For medicinal soaps, provided they are not special soaps for the removal of hypertrophic conditions and are labeled as such, the tests for fine soaps are applied with increased emphasis. experiments of Kionka show that the herb soaps examined by him, so far as mildness is concerned, are inferior to the likewise examined grained soap, mineral salt soap, and ichthyol soap, since in the case of the herb soaps, in contrast with the latter, a red discoloration became observable after only three minutes. Unfortunately it was not stated whether the test was made on the outer surface of the soap or on a fresh surface. This discoloration of the herb soaps, and the presence of alkalinity indicated by it can not be explained by assuming a possibly higher water content, since, otherwise the grained soap with the highest percentage (of water) [about 20% more than fine soaps] would be first to show the red coloration.

In case of aqueous soap solutions the conditions are different in so far as, by the presence of a greater or less quantity of water, hydrolysis is induced which will take place in all soaps when in solution, so far as the separated alkali has not been caught up by excess of fat or otherwise. Of course it is clear that with increased temperature a stronger reaction takes place with phenolphthalein since with higher temperature hydrolysis also increases.

The sections in Kionka's article on the titration of the 1% soap solutions have been quite unintelligible to me. It is necessary to assume that aqueous solutions were under consideration, for if the titration had been made in an alcoholic solution, as is otherwise customary in the determination of alkalinity, because necessary, then the free alkali content would amount to 30% of the total sodium present; this may be calculated from the number of cubic centimeters of hydrochloric acid, used up with the one soap, namely 1.2 for

free alkali, and 4 for combined alkali. In the latter case of course all the soap has gone with the titration. With aqueous solutions free alkalinity is never determinable by titration with hydrochloric acid, phenolphthalein being the indicator, since by the neutralization of the free alkali hydrolysis is accelerated whereby far more free alkali is indicated than is present. The determination of the free alkali present, or to be more exact, of the OH concentration is as a matter of fact possible only by potentiometric on similar measurements. Rather inexplicable to me appears to me the high soda content found in the grained soap, whereas it had been found earlier that the grained soap in a 5.5% solution yielded no red coloration with phenolphthalein. It is demonstrable by computation that according to the values given by Kionka the percentage of soda in this grained soap must be above 10%; but this seems to me impossible in case of the poorest of poor grained soaps.

It would prolong my discussions too much if I were to discuss more in detail the analytical investigations of soaps in general, and in particular the claims in Kionka's treatise. The person interested will find everything worth knowing in the books cited<sup>6</sup> in which special and lucidly classified paragraphs are devoted to these questions. For the person who occupies himself experimentally with soap investigations the critical study of these books ought to be naturally indispensible.

In order not to lengthen my remarks too much I have omitted to discuss the investigations of M. H. Fischer whose trains of thought Kionka many times made his own —often word for word.

## Disinfectant Powers of Soaps

4. Regarding the power of disinfection of soaps, as such, the viewpoints today are still very discordant. It would almost seem as if soaps, without special admixtures serving as disinfectants, were especially antiparasitic in the sense that by the emulsifying process of the soap the germs lodged on the surface of the skin are washed away. For this reason by the regular use of a soap no opportunity is afforded to fungi and to other micro-organisms, nor is time given them to penetrate into the interior of the body. The horny, or epidermis cells, in which they may have settled down, are compelled to give way together with their inhabitants. It is however more difficult if the fungi have become settled more deeply and more firmly and, c. g., have become established in the hair, in which case radical measures have to be adopted.

To me, therefore, the question whether soap may be designated as a disinfectant, seems not at all of great practical weight. The important thing is that by regular application of soap the micro-organisms, before they have established themselves more firmly, shall be removed by soap solution. However, if it is necessary to employ a germicide process, it is better to fall back upon one of the approved means of disinfection. Still another point requires consideration—often a disinfectant is employed together with a soap, indeed there are numerous soaps with which such a substance is mixed. There caution is necessary, since soap by virtue of its chemical nature is capable of causing changes of various kinds. Thus it may happen that the disinfectant mixed with the soap may be made ineffective or may even be changed to a compound unwholesome and harmful to the skin. The same is of course true in case of a large number of medical substances which are mixed in with soaps.

### Suitability of Soaps to Various Skins

5. Of quite especially great importance is the suitability of a toilet or medicinal soap to healthy and to diseased skin. The human skin, be it observed, needs absolutely individual treatment, and it is to the special credit of the physicans, who in earlier years stood opposed to the abuse of soaps, that they have pointed out the fact that the greater the tenderness, the thinner the horny layer, and the poorer in fat the skin is, the milder must be the soap employed; that on the other hand in the case of a more hard, insensitive skin a specially careful choice of soap is not of so great importance. It is however necessary, especially in case of

<sup>&</sup>lt;sup>3</sup> Prosch, Zeitschr. d. Deutsch. Oel u. Fett Ind., 1922, No. 29.
<sup>4</sup> Müller v. Blumencron, Zeitschr. d, Deutsch. Oel u. Fett Ind., 1922, No. 9.

<sup>&</sup>lt;sup>5</sup> Ubbelohde u. Goldschmidt, Handb. d. Oel u. Fette. III, Bd., 5, Teil: Stiepel, Grundzüge d. allgem. Chemie.

<sup>6</sup> M. H. Fischer, Koll. Beih XV (1922), XVI (1922).

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medicinal soaps which are recommended for general use, to have regard for the most tender skin, and accordingly to have regard for the most tender skin, and accordingly to give it a mildness such that it can be used actually without harm. It is therefore necessary to employ both healing substances which combine large effectiveness with a minisubstances which combine large effectiveness with a minimum of irritating qualities as also soaps the harmlessness of which is beyond doubt. The herb soaps examined by Kionka with reference to their irritating quality possess, as we saw above, a pre-eminently greater alkalinity than the other soap; they may therefore not be represented so off hand as very particularly "mild." That they should develop less of irritating quality than the materials used for their preparation does not lessen this conviction. There would have been more clearness and more freedom from would have been more clearness and more freedom from objection to include also the other soaps used in the other methods of investigation.

After the special emphasis upon the diminution of alka After the special emphasis upon the diminution of alkalinity in herb soap, in previous chapters on titration and harmlessness, at the close Kionka completely upsets this assertion by stating that there was present "an increased alkalinity in the soap stimulated by hydrolysis." Still another point seems to me worthy of brief mention. Kionka reports regarding the plant extract present in the herb soap. Without going into greater detail regarding these substances, without geng into greater detail regarding these substances, without reporting anything regarding their slimy, oily or other character, and above all things regarding their quantity, the assertion is made, off hand, that these substances are "finely diffused in a colloidal condition," By reason of this condition, which to me is hypothetical so long as it is not more clearly demonstrated, the great influences upon solubility, capacity to produce foam, ability to disinfect, harmlessness are then ascribed, and these are then supposed to determine the total effect of the herb soaps. I beg to remark that the treatise of Kionka, which by its heading invites to perusal and study, by reason of its partially in-correct statements, and especially by his experiments which reveal no real sense and purpose, are not adapted to afford an adequate insight into the chemistry and efficiency of soap

in general and of medicinal soap in particular.

I have endeavored, on the basis of the article by Kionka to seize upon only a few special points on the science of soap making, and to illumine them more closely, since with the abundance of phenomena which we observe in soaps, in the scope of a short article, naturally only a small section of the territory so far explored can be set forth.

#### Market for American Shaving Soap in China

American-made shaving soap, paste, powder and liquid are by far more popular with the Chinese populace than are similar articles coming from England, Germany and France, reports Consul-General Edwin S. Cunningham, Shanghai, to the Department of Commerce. On an average a Chinese shaves one a week, and has a hair-cut once a fortnight. Considering that there are approximately 400, 000,000 people in China, one can easily see that even a small portion of this trade would result profitably for the American exporter who will keep his price within the reach of the majority of the Chinese. A partial list of Shanghai dealers interested in the importation of shaving products may be had by writing to the Foodstuffs Division, Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C., referring to file 123,559.

#### German Potash Mines Closing

Cable advices from Berlin are to the effect that some of the principal German potash mines have been forced to close by dwindling demand and unfavorable conditions. This is the culmination of a series of misfortunes to the German potash interests starting with the loss of the Alsatian mines to France and direct competition of the keenest sort in the world markets.

Stocks of potash at present in this country seem ample to take care of any immediate trade requirements, and the French production, together with what quantities the syndicate is able to ship into this market during the next few months, will doubtless take care of the trade here without much difficulty.

#### FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

as to value. Domestic alkalis have been more or less unsettled. Lack of consuming business in which the soap trade has shared has brought about a condition of slight over-production. Makers are working this off quitely at rather low prices and have quoted below the "schedule" on both domestic and foreign business. A break in levels which would entail contract readjustments is not anticipated but the wise and unhampered buyer should have no difficulty in filling his requirements at reasonable prices during the next two or three months.

#### Other Soap Materials

There has been an irregular market for rosin during the last month. There was some good buying of the high grades from abroad early in the period and this served to raise prices slightly. The ordinary grades were also affected to some extent and the lower grades are also a bit higher at the close. Medium grades have been neglected here and at the close. Medium grades have been neglected here and abroad and have weakened to some extent. On the whole the position of supplies is such that a sharp recovery in values is not to be expected. However, firmer conditions seem likely to prevail as the export movement increases. The arrival of new stock may affect the market adversely to some extent, but on the whole a break is not looked for. Glycerine has been irregular. Oils have showed little change. Other materials on the list are hardly mentioned.

#### APPRAISERS' DECISIONS ON SOAPS

No. 47152-Protest 984162-64774 of Morris, Mann & Reilly (Chicago).

SOAP FIGURES.—Soap in the form of fancy figures classified as toilet soap at 30 per cent ad valorem under paragraph 82, tariff act of 1922, is claimed dutiable under the same paragraph at 15 per cent as castile soap or at 20 per cent under paragraph 1459.

Opinion by McClelland, G. A. Highly scented soap in the form of small figures in different colors was held properly classified as toilet soap under paragraph 82.

No. 47153-Protest 7964-G of LeBlums Import Co., Inc.

(New York).

Lemon Soap.—Lemon soap classified at 30 per cent ad valorem is claimed dutiable at 10 per cent under paragraph 66, tariff act of 1913.

Opinion by McClelland, G. A. On the authority of Abstract 45963, lemon soap was held dutiable at 10 per cent under paragraph 66.

No. 47154—Protest 975197 of Park & Tilford (New York).

LEMON SOAP.—Soap in the form of lemons classified as artificial fruit at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable as soap under paragraph 82.

Opinion by McClelland, G. A. The merchandise in question was held dutiable as toilet soap at 30 per cent under paragraph 82.

No. 47170-Protests 975615-64376, etc., of G. W. Sheldon &

Co. (Chicago).

Soap Covered with Wax—Artificial Fruit.—Soap covered with some material which makes it impervious to water, classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable as toilet soap at

30 per cent under paragraph 82.

Opinion by McClelland, G. A. On the authority of Abstract 46626, holding soap representing natural fruit covered with wax or paraffin more specifically provided for as artificial fruit under paragraph 1419 than as soap under paragraph 82, the protests were overruled.

#### Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

## MARKET REVIEW ON TALLOW, ETC.

#### TALLOW

(Written Specially for This Journal.)

The recent strength in the New York extra market when considerable quantities changed hands at 75%c delivered to buyers or 7½c ex producer's plant has subsided, and this grade would now be obtainable at ½c less.

While this condition is bound to help the bearish sentiment which is now prevalent, nevertheless indications do not point to a decided break in the near future in market values.

Greases are also weaker in tone with latest sales of good quality house grease at 65%c loose ex-producer's plant.

Production of tallows and greases is keeping up at a steady rate encouraging buyers' expectations for lower prices and the bearish tendency is aided by the dull soap business and the somewhat smaller consumption of fat stocks for technical purposes.

May 14, 1924.

Tobias T. Pergament.

#### GLYCERINE

(Written Specially for This Journal.)

Since our letter of March 13, the expected demand from the explosives trade for dynamite glycerine has not materialized, but on the other hand business in explosives is said to have fallen off very greatly. Consequently the demand for glycerine from that source is likely to be small, for a while. No doubt the situation in the powder trade is similar to that in many industrial lines at the present time and until after the nominations, at the earliest, and possibly not until after election, is any improvement to be looked for. Chemically pure is quoted today at 161/2c to 17c and it is reported that some business on contract is being closed at the latter level, but the demand on the spot is so small. that 161/2c can easily be done, and in special cases, it is said, a considerable discount from that figure will be made. Perhaps the situation will suddenly change, but today it is such as is usual in years during which we have a Presidential election and the indications are that history in that respect will repeat itself

May 14, 1924.

W. A. STOPFORD.

#### VEGETABLE OILS

(Written Specially for This Journal.)

Early this month two cargoes of cocoanut oil of 1,000 tons each were purchased by a large Middle Western soap manufacturer at 734c per pound, c. i. f. in bulk Pacific Coast. Very little trading has since been reported, but during the past few days a little buying interest was shown at 734c coast for domestic Ceylon oil. The present price of copra, however, is too high and domestic crushers are quoting 77/8 to 8c coast. The market in New York is nominally quoted at 83/8 sellers' tanks with very little buying interest at present.

Sales of spot Niger were made early this month at 6.40 New York but during the past two weeks a good deal of spot oil was bought by consumers so that at the present writing there is not very much available and the market is nominally quoted at 6% New York. Spot Lagos is still very scarce. May-September shipments of Niger are

quoted at 6.60c, and Lagos at 7.05c f. o. b. Atlantic ports.

Following the decline of crude cottonseed oil in the South-east, crude corn oil was easier and is today quoted at 8½c pound, f. o. b. mill in tanks. Olive oil foots have been exceedingly quiet and some holders of spot, evidently anxious to liquidate stocks, were willing to sell at 9½c New York. This price has not created any demand. The cost of replacement in Europe today is considerably above this level and importers quote May-June-July shipments from Europe at 9½ to 9¾c per pound, New York.

May 14, 1924.

A. H. HORNER.

#### INDUSTRIAL CHEMICALS

Imported chemicals are becoming increasingly difficult to get and supplies here are limited. High shipment prices prevail. As a result the market for imported caustic potash and carbonate of potash is firmer. The former has advanced and the latter is no longer susceptible to negotiation

(Continued on Preceding Page)

#### SOAP MATERIALS

#### Tallow and Grease

Tallow, New York, Special, 71/4c. Edible, New York, 81/4c. Yellow grease, New York, 65/8c. White grease, New York, 71/4c.

			May 15, 1924:		
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Starch, Pearl, per 100 lbs	
Starch, Powdered, per 100 lbs 3.07 @	
Stearic acid, single pressed, per lb11 @	
Stearic acid, double pressed, per lb111/4@	
Stearic acid, triple pressed, per lb	
Glycerine, C. P., per lb	.1
Glycerine, dynamite, per lb	.1
	.1

Saponification, per lb. .....

#### Oils

Oils	
Cocoanut, edible, per lb	.103/8@ .11 .091/2@ .10
Palm, Lagos, per lb	.071/2@ .08
Palm, Niger, per lb. Palm, Kernel, per lb.	.061/2@ .063/4
Cotton, crude, per lb., f. o. b. mill	.081/8@
Cotton, refined, per lb., New York Soya Bean, per lb	
Corn, crude, per lb	.11 @
Castor, No. 1, per lb. Castor, No. 3, per lb.	
Peanut, crude, per lb.	.121/2 nominal
Peanut, refined, per 1b.	.14½@ .15
Olive Foots, prime green, per lb.	.093/4 nominal

#### Chemicals

Soda Caustic, 76 per cent, per 100 lbs Soda Ash, 58 per cent, per 100 lbs	1.38 @	3.20 1.45
Potash, caustic, 88@92 per cent, per lb. N. Y.	.067/8@	
Potash Carbonate, 80@85 per cent, per lb., N. Y	.053/4@	.06¼ 4.00

 Salt, common, fine, per ton
 15.00 @24.00

 Sulphuric acid, 60 degrees, per ton
 9.50 @11.00

 Sulphuric acid, 66 degrees, per ton
 14.00 @16.00

 Borax, crystals, per lb.
 .0434@ .05%

 Borax, granular, per lb.
 .0434@ .05%

 Zinc Oxide, American, lead free, per lb.
 .07%@ .08%

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York, grease,

5.85 5.90 6.00 6.10 7.00 7.70

.18 .16½ .11 .12½

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3.20 1.45

.07¼ .06¼ 24.00 11.00

11.00 16.00 .05<sup>1</sup>/<sub>4</sub> .05<sup>1</sup>/<sub>4</sub>

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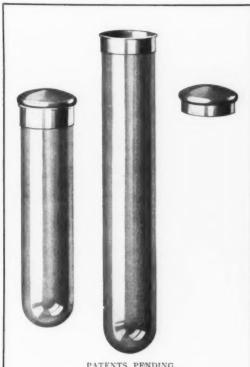
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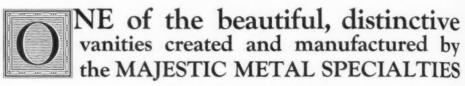


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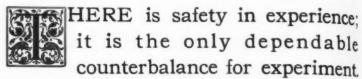
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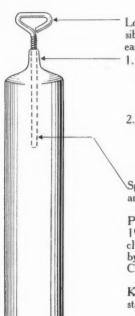
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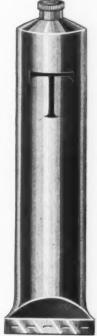
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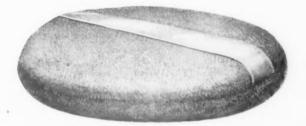
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Market (Market and Market and Mar



## Beautiful Baccarat Glassware

DAINTY, sparkling, crystal clear creations in glassware for discriminating perfumers.

You may purchase bottles for less money than we charge but you cannot obtain greater value than we give regardless of what you pay.





## Guerin-Pouyat Elite, Ltd.

Sole Agents for United States and Canada

43 W. 23rd St.

New York, N. Y.

## COSIN COSMETICS

Under Your Own Private Brand



COSIN products are the strongest safeguard for the protection of your good name as a distributor of superior products, because in buying our raw materials, we are even more exacting than you are in choosing the finished products.

Rouge and Powder Compacts, Lipsticks, Eyebrow Pencils, Cosmetique

Samples submitted on request



The Cosin Co.

133-141 W. 21st St.

New York





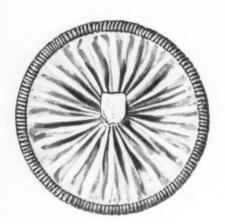


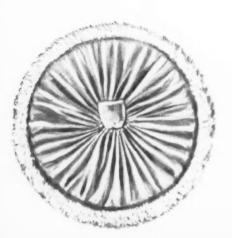


## The Puff that adds

## Beauty to the Package







ONE of the cardinal reasons for the popularity of Cosin powder puffs is that we never lose sight of the fact that it is the women we have to please. We know that women prefer those things that are not only serviceable and appropriate, but that are also beautiful—It is this knowledge that has brought Cosin powder puffs to their present popularity.

Write for Samples and Prices.

The Cosin Co.

133-141 W. 21st St.

New York

## Le Dernier Mot

(The Last Word)

ROM the number of inquiries and orders received in response to our very first advertisement in last month's "American Perfumer" we have convinced others, as we are convinced, that we have attained the last word in liquid soap.

It is not our desire to appear boastful but we are trying in a man-to-man way to let you know that we have accomplished the so-called impossible in our revolutionary method of manufacturing liquid soap.

If you are one of the delinquents who has not responded so readily, we ask that you write for sample and analysis of our double purpose liquid soap-shampoo and know for yourself.

## Glenco Products, Inc.

Manufacturers of Perfumes and Toilet Preparations

3905-2nd Ave., Brooklyn, N.Y.

Sunset 4704

## NOVELTY

#### OUR CELLULOID METAL LINED BOXES







Above three numbers are our patented "Metalined" vanities, made of celluliod, lined with Metal. Will not tarnish. Dignified yet beautiful

### **OUR NOVELTY METAL BOXES**



426—Celluloid top, silhouette effect in hand-out celluloid, cemented on solid blanks of contrasting colors, metal box.



431—Celluloid top, hand painted, in varicus characters in any combination of colors desired, metal box.



427—Celluloid top, silhouette effect in hand-cut celluloid, cemented on solid blanks of contrasting colors, metal box.



433—Celluloid top, various colors and characters, such as lizards, mah-jong effects—silver inlaid in all colors, metal box.



499-Celluloid top, in all colors, gold inlaid stripes, metal box.



430—Celluloid top, inlaid gold design of various characters in all colors, metal box.

SUPERIOR NOVELTY

ELIZABETH, SALES OFFICE, 3 W. 29th

Chicago, III.

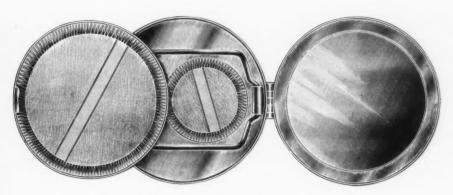
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H,

## VANITIES



An exquisitely beautiful box at popular price, made of daintily designed metal, showing a butterfly on a background of natural grass and immortelle flowers under a transparent top.



## Our Double Compact

Note the mechanical simplicity of our double compact. There is absolutely nothing "tricky" about it to get out of order; besides which it has that substantial quality so necessary to withstand continual usage.

All styles can be had in either Single or Double Compact boxes. Each number represents an individual series offered in various colors and similar designs. Singles, ½ inch thick; doubles 11/16 inch thick.

Write for Samples and Full Information

## MANUFACTURING CO.

NEW JERSEY STREET, NEW YORK, N. Y.

Toronto, Canada

# Let Us Help You



THE downy, velvety smoothness, the covering and adhesive properties and the delicate blending of just the right colors insures to the user of Arbor rouge and powder compacts an effect that more nearly resembles Nature's own exquisite creations than the art of man. Nothing like them has ever before been produced.

Our lip-sticks are made by the French process and have remarkable spreading qualities. The indelible sticks possess a lasting and waterproof quality that has given them a leadership for repeat orders. The orange stick which blends with the complexion is one of our specialties.

Methods and equipment of the Arbor Laboratories make possible on even the smaller orders, many of the economies ordinarily possible only to quantity production. Every member of our organization is instructed to direct his efforts solely toward the customer's interest in the thought that whatever is best for our customers is best for us.

Write for Samples and Prices.

## ARBOR LABOR

93 Greene Street

## Increase Your Sales

Our Prices are Low to Get You to Become a Customer.

Our Quality is High so that You will Remain One.

N any business the question of cost can only be applied to material or to operation.

In the final analysis the question is: "What is the lowest cost, all things considered, that the material may be purchased for the operation performed?"

When all things have been considered it is usually discovered that the lowest cost is not always the wisest buy. The difference between the dollar watch and the Elgin watch or the ordinary piano and the Steinway piano is the part

that cannot be entirely standardized — the human element, the hand work, the personal inspection.

To make something more than just cosmetics requires organization, equipment, experience and honest attention to details. It is this that is built into our products.

Close analysis and careful comparisons only serve to emphasize the unquestionably superior quality of Arbor rouge and powder compacts, lipsticks and cosmetics.

Samples will convince you.

PRATORIES, INC.

New York City

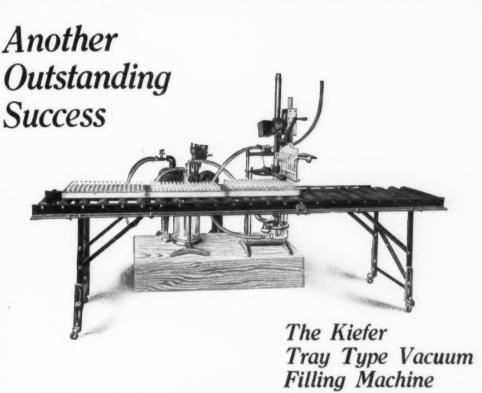
# If You Need Collapsible Tubes —plain or decorated



## HORAK MANUFACTURING CO.

2522-24 S. Western Avenue, Chicago, Ill.

1924



THE bottler of perfume with his variety of odd-shaped bottles has found this machine an ideal equipment for low-cost production.

Such bottles are handled with greatest facility and success, and are filled six at a time with perfect uniformity,—without drip or waste of any kind at any time.

One perfumer filling vials reports a speed of 90 a minute.

Another bottler writes that he fills 96—one-ounce bottles in 40 seconds.

An extract manufacturer fills 150 gross of bottles a day.

. This machine fills all kinds of light and heavy liquids. Quickly adjusted for different size bottles. No skill required to operate.

Whatever your filling requirements are, we can furnish you with the right type and size of machine from our twenty-five models.

The Karl Kiefer Machine Co.,

Cincinnati, Ohio

## Creditable Progress

WITHIN the span of just a few months this organization has made creditable progress. This progress has been sure and steady and is built on the rock foundation of service to our customers.

Our success simply but effectively demonstrates what a unified body of widely experienced, intensely practical men can accomplish when determined to offer products of the highest quality and dependable service.

## Compacts

We like to talk about our compacts; how smooth and velvety they are; how natural in coloring properties, and above all how reasonable in cost. And we would like to talk with you on how we can build up a big, steady and a profitable business in compacts for you.

Write for Samples and Prices Today

## Immortelle Laboratories, Inc.

128 East 16th St.

New York, N. Y.

L. Kronish, President

J. Ritter, Treasurer

national patient patient patient

# The Spirit of the Nation

with the most exacting perfumers in their efforts to produce the highest quality perfumes and toilet waters, coupled with scientific manufacturing methods and the most painstaking care to insure absolute purity—this is the foundation for the widespread preference for our pure grain alcohol.



## Certificate of Quality

This is to cortify that the alcohol in this because the work of the party of the control of the



By V.M.O.Thaughnessy

The Possville Company
LAWRENCEBURG, IND., U.S.A.

# The Spirit of the Nation



#### BRANCHES:

New York, N. Y. CINCINNATI, OHIO PHILADELPHIA, PA. GRAND RAPIDS, MICH.

MILWAUKEE, WIS. ATLANTA, GA. St. Louis, Mo. Omaha, Neb.

Los Angeles, Cal. Louisville, Ky.
Hammond, Ind. Minneapolis, Minn.

PITTSBURCH, PA. BOSTON, MASS. BUFFALO, N. Y. CHICAGO, ILL.

The Rossville Company

LAWRENCEBURG, IND., U.S.A.

## 6 Very Important Reasons

We believe we are the largest manufacturers of cosmetics and metal novelties at prices that will be agreeably surprising.

- 1—We control the entire output of several large metal container plants.
- 2-We manufacture all our compacts.
- 3-We do all our finishing and buffing.
- 4—We do all our own plating and coloring.
- 5—We manufacture our own vanity puffs.
- 6-We do our own art work.

Taking all these factors into consideration, we are in a position to quote you prices which are astonishing.

Each and every department is managed by men who have spent many years specializing in this field of manufacture.

We will supply compacts, boxes, puffs, or the complete package.



No. 520 2½ Inch—High Polish



No. 520 2½ Inch—High Polish

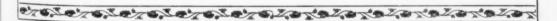
Samples sent by request

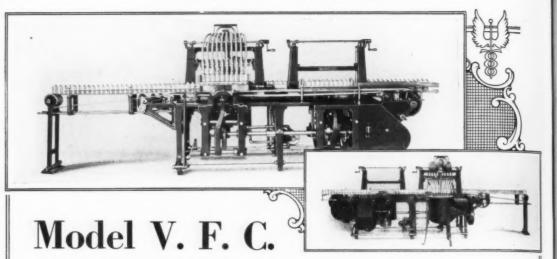
## THE REICH-ASH CORP.

Largest Manufacturers of Cosmetics and Novelties

59-61 Reade Street

New York





# Automatic Vacuum Filling and Corking Machine

(Capacity from 30 to 120 containers per minute)

THIS machine will handle any kind of bottle or can—liquid or semi-liquid—cork or pressure closure. Blowhole, broken or badly cracked bottles are automatically skipped.

## **Greatly Reduces Production Costs**

because this machine operates on the scientific principle of vacuum filling—a method devised by us that eliminates waste, loss of expensive materials and produces goods at a high rate of speed—properly filling and corking at uniform height. Our machines

are built to give uninterrupted, dependable and profitable production.

Standard Automatic Machines for filling, filling and corking, and filling and screw capping are used by leading manufacturers in this country and abroad.

## Investigate this model V. F. C.

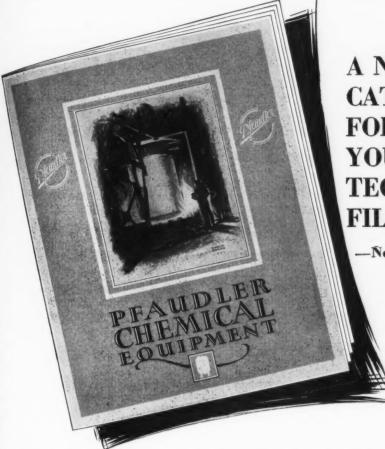
for your own particular needs. We shall be glad to show you how this machine will bring you greater profits.

### STANDARD AUTOMATIC MACHINE CO.

860 Clinton Avenue South

Rochester, N. Y.

924



A NEW
CATALOG
FOR
YOUR
TECHNICAL
FILES

—No Obligation—

Aside from the standard designs mentioned below, this catalog shows Pfaudler Glass Lined Steel Equipment in stalled under a variety of conditions, and in a wide range of industries. It also gives standard sizes and dimensions on the various units.

Pfaudler Glass Lined Equipment has many a lyantages in the handling of chemical products which can never be present in a metallic tank of any sort. Results have been greatly improved by the adoption of this equipment in plants where the container problem has been an annoying one. Perhaps we can help you.

Among the standard types manufactured, are:

Glass Lined Storage Tanks
Glass Lined Mixing Tanks
Glass Lined Percolators\*
Glass Lined Pressed Steel
Pots
Glass Lined Horizontal
Tanks

\* Described in separate literature sent at your request.

## THE PFAUDLER CO.

The World's Largest Makers of Glass Lined Steel Equipment

ROCHESTER, N. Y.

Branches in Main Centers

Glass	Lined	Truck	Tanks*	Glass	Lined	Tilting
		Kettle		Ket		
Glass	Lined	Emuls	ifiers	Glass	Lined	Stills

Glass Lined Emulsifiers
Glass Lined Portable
Tanks
Glass Lined Vacuum Pans\*
Glass Lined Vacuum Pans\*
Glass Lined Vacuum Pans\*

				2 011122		
	SIGN	AND	MAIL	THIS	COUPON	
The Pfs 217 Cut	udler ler B	Co.,			******	1924

Rochester N. Y. , Gentlemen: Send your catalog and complete details on

a .....gallon
(State unit in which interested)
Name



GLASS LINED STEEL EQUIPMENT

## SOAP AND GLYCERINE MACHINERY

## Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

## Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

## **Engineering Services:**

Our many years experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

## Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

HOUCHIN-AIKEN CO.Inc.

ENGINEERS & MACHINISTS HAWTHORNE, N. J.

1924

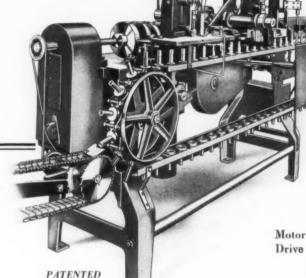


Economic Machinery Co., 18 Grafton Street, Worcester, Mass.

WORLD LABELER

# The "Rolls Royce" of Filling and Closing Machines

Meets Present Day Demand For Production— Efficiency—Perfection of Operation.



One Operator

Entirely Automatically Controlled

Fool Proof

No Wiping Required AUTOMATICALLY FILLS, PRECLOSES, DOUBLE OR SINGLE FOLDS, CLIPS, DATES AND EJECTS 40 TO 50 TUBES PER MINUTE.

- (1) FILLING—Uniform—Perfectly Clean—No Drip— Wide Range of Consistency—Does Not Operate, When Operator Skips Tube.
- (2) PERFECT SHAPE—Without Wrinkles or Kinks. Dents Smoothed Out. Each Tube Uniform.
- (3) DISCHARGES ONTO CONVEYOR ATTACHED TO MACHINE—Eliminating Another Operation As They Are Fed Direct Into Cartoning Machine.

THE Manufactus

Weimann Bros. Manufacturing Co. DERBY, CONN.

, 1924

# For Mixing Creams and Lotions of All Kinds

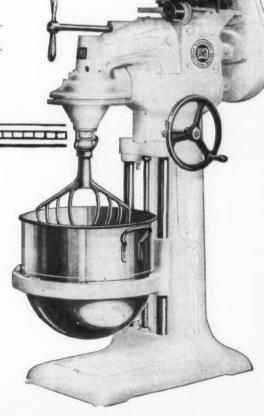
READ Mixers are made to suit all kinds of mixing problems. For mixing facial creams, dental creams, shaving creams, soaps and toilet preparations, you will find the Read the best mechanical help obtainable.

The double whirling motion of the Read Beater gives to the batch a thorough mix, which cannot be duplicated by hand or on any other machine.

You should carefully investigate the qualities of this Mixer.

### READ MACHINERY COMPANY

York, Pa.







We offer Spring Distillation only. The Finest Quality Obtainable. Quotations on Request.

Exclusive American Representatives

### ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK

Branch Office: 159 N. State St., Chicago



### FOR TOILET POWDERS

#### Stearate of Magnesia

Light. Great Adhesiveness. Pure White. Immeasurable Fineness. Heavy if desired. Dusts out under the puff like the finest pollen.

#### Stearate of Zinc

Odorless. Impalpable. Pure White. Water-Resisting. Great Adhesiveness. Light or Heavy as desired.

#### Stearate of Tin

A pure product especially adapted for use in manicuring polishes and similar preparations.

We are manufacturing the foregoing on a large scale. Deliveries in any quantity from one barrel to a carload. Prompt shipments.

WRITE FOR SAMPLES AND PRICES.

#### FRANKS CHEMICAL PRODUCTS COMPANY

55 Thirty-Third Street

BROOKLYN, N. Y.

Office and Laboratories **Bush Terminal Building** No. 9

Stocks Carried:

Telephone: Sunset 1337-4797

Chicago St. Louis San Francisco





# Several Factors that enter in—

All manufacturers of the better grade of toilet goods—whether face powders, foot powders, toilet powders or pastes—know they must live up to a standard of manufacture, their product must be perfect at all times.

We feel that way about our product. We have an ideal. We live up to it. We set our standards higher than most talc mills—as a result we can furnish the toilet goods trade with a talc superior to any domestic and equal to any foreign brand.

Why?—and how?

Several factors enter in which go to make Sierra Cloud and Sierra Snow the best-

The fine ore deposit—a dependable source of supply. Our scientific equipment which insures a uniform talc. Experienced operators which are experts in their line. Extreme care at every step insuring a pure clean product. And there are many more.

There is only one grade, but two degrees of fineness.

#### SIERRA SNOW

or

#### SIERRA CLOUD

Our Sierra Snow is milled finer than the regular grades of No. 200 mesh tale on the market. It is as light and fluffy as ordinary flour, so that it can be readily mixed with other powders when necessary. This property gives it a marked advantage over tales which are heavy and dense in consistency and therefore difficult to mix.

Our Sierra Cloud brand is obtained from the very finest dust made in the grinding process. This dust is caught in special dust collectors, and is the finest and fluffiest product we know. An extra fine product for finer uses which passes through No. 25 silk bolting cloth. It is used in the manufacture of especially fine, high-grade toilet and face powders.

Our large output means prompt delivery on all orders whether filled at mill or by our distributors.

Write for a sample and a copy of our new booklet "The Story of Good Talc."

Warehouse stock located in:

New York Boston

Philadelphia

Detroit

hicago

St. Louis San Francisco

SIERRA TALC COMPANY

Equitable Bank Building Los Angeles, California

### NEUMANN-BUSLEE & WOLFE



MERCHANTS-IMPORTERS-MANUFACTURERS

321-323 N. SHELDON STREET

CHICAGO, ILL.

### Synthetic Floral Ottos for All Purposes

Apple Blossom Bouquet de Orient Carnation Fleur de Muguet Honeysuckle Heliotrope Idealine
Jasmin Fleur
Lilac Blossom
Lilas de France
Lily of the Valley
Narcisse

Quinarome Rose Syn. (Near Otto Rose) Rosabla (White Rose) Rosadora R.R. (Red Rose) Syringa de Orient Violet Florence

Many others of present popular types.

The above listed Floral Ottos are only a few of our products of which we will be pleased to submit samples and quotations upon request.

When writing us indicate clearly the purpose the Floral Otto is to be used for. This information will enable us to select suitable material for your special requirements.

Write for Our General Price List

Suy Holds

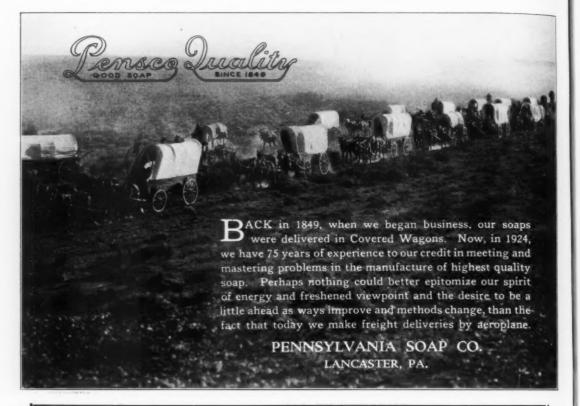
with a touch of red

VICTOR

the tube beautiful

The state of the state

VICTOR METAL PRODUCTS CORP'N, 188 DIAMOND ST., BROOKLYN, N. Y



### A Free Service That You Can Use

THE Fries & Fries Company's Chemical Service Department offers its service without cost or obligation to its clientele.

This department, which is under the direction of the Mellon Institute of Industrial Research, also controls our Analytical Laboratories, and we ourselves use its services many times every day.

Every product leaving our plant, whether it be an extract, a perfume preparation or an aromatic chemical, is analyzed by a fellow of the Mellon Institute. We thus assure ourselves

and you that the material you buy from us is up to the standard in every respect, and that it complies with all Pure Food and Prohibition Department specifications.

This is only one phase of the work of this Department. It will also aid you directly by furnishing formulæ for perfumes, hair tonics, toilet waters, creams, and cosmetic preparations in general. It stands ready to help you on extract and soft drink problems. It may give you better methods for flavoring candies and ice cream. In a word, its services are entirely at your disposal. Why not avail yourself of them?

THE FRIES & FRIES CO.

CINCINNATI, OHIO

Robert & Fries

, 1924



### A.S.HINDS Co.

THE HINDS CREAM TOILET SPECIALTIES

OFFICE AND LABORATORY 331-337 FOREST AVENUE

PORTLAND, MAINE, U.S.A.

ADVERTISING DEPT.

Apr 29 1924

McDonald Engineering Corporation 416 W 33rd St. New York, N.Y.

Gentlemen:

I take great pleasure in writing you of the complete satisfaction which your Week's labelers have given us in our laboratory. We find them very economical and of a negligible up-keep.

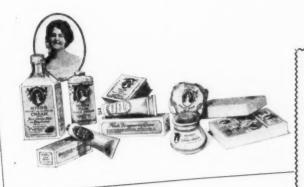
We have at present five of the machines in our plant and at some future date hope to have several more.

Very truly yours,

A. S. HINDS CO. Spaulding Bisbee

SB/B

Assistant Treasurer 18



Users of

# LABELERS

speak in terms of highest satisfaction

> Send for definite information relating to your problem

McDONALD ENGINEERING CORPN 416 West 33rd Street

NEW YORK



Part of battery of Day No. 2 Pony Mixers used in the preparation of tooth paste by the Pepsodent Company in their plant at Chicago, Ill.

### DAY Pony Mixers Solve Mixing Problems of Large Tooth Paste Manufacturers

L EADING manufacturers throughout the country install DAY equipment, because they find that these machines are better adapted to their requirements. Every mixer shown above is a DAY machine. Additional cans with close-fitting covers are provided for handling the finished product in a sanitary and convenient manner.

The ease and facility with which these mixers can be cleaned is a great advantage in the manufacture of tooth paste and similar products. Supplied with either sheet iron, blue enameled, cast iron, porcelain lined, galvanized iron, aluminum or copper cans. Wood blades are made for these machines for work with materials which can not be allowed to come in contact with iron.

Made in four sizes ranging from 2½ gallons to 40 gallons. These strong mixers as well as other Day equipment are also used in the manufacture of Colgate, Pompeian and Kolynos products. Blades and can revolve in opposite directions, causing a quick and thorough mixture.

Write for Prices and Catalogue of Special Machinery.

## The J. H. Day Co.

DAY Service Representatives in 15 Principal Cities New York Chicago Boston Philadelphia San Francisco Euffalo Kansas City Columbus Milwaukee Minneapolis Pittsburgh St. Louis Atlanta Dallas



### —and for Vanishing or Cold Creams

MANY of the leading makers of cold creams and vanishing creams are frank to admit that the Duplex Seal has actually made possible *improvements* in their products.

That is because the Duplex Seal completely removes the necessity of considering deterioration. It seals the jar absolutely air tight—no drying out, no loss of fragrance.

Air tight not only until it reaches the consumer, but air tight until the last little bit is used. The Duplex Seal is the perfect re-seal.

Think what it means to be able to manufacture a cream that stays exactly as it was packed. Think of the good will built up when the customer can use all of her cream.

The Duplex Seal comes off with a quarter turn—on with the same easy motion.

These seals are produced in beautiful enameled or embossed designs.

Give your product the advantage of the Duplex Seal.

# The Duplex Seal A PERFECT SEALING & RE-SEALING CAP FOR GLASS BOTTLES & JARS

#### NATIONAL SEAL COMPANY, Inc.

Executive Offices and Works:

14th Avenue and 36th Street, Brooklyn, N. Y.

208 S. La Salle Street, Chicago, Ill.
309 Central National Bank Bldg., St. Louis, Mo.
404 Finance Bulding, Kansas City, Mo.
Newport Bldg., 68 Devonshire St., Boston, Mass.
Morgan & Sampson, Pacific Coast Representatives,
501 Howard Street, San Francisco, Calif

501 Howard Street, San Francisco, Calif.

Duplex Seals manufactured and sold in Canada by
The Canadian Bond Crown Co., Ltd.,
75 Panet Street, Montreal

1924

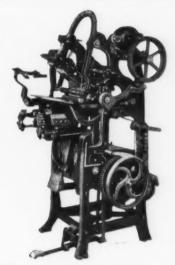
### Install an Ermold Labeler

It is the surest way of obtaining

#### Labeling Satisfaction

With the Ermold you have the assurance that your packages leave your plant carrying the fullest advertising value a label neatly and cleanly applied can give. Our range is 12 drops to 1 gallon.

May we estimate on your requirements?



#### EDWARD ERMOLD

World's Largest Manufacturers of QUALITY Labeling Machines

Hudson, Gansevoort and Thirteenth Sts.

GREAT BRITAIN CANADA

Freyseng Cork Co., Ltd. Montreal & Toronto

Matthew Wylie & Co., Ltd. London & Glasgow

NEW YORK, N. Y.

R. J. Lecomte Paris

ERMOLD'S SPECIAL LABELING GUM KEEPS PERFECTLY. PROMPT SHIPMENTS,

LL works of taste must bear a price in T proportion to the skill, time, expense and risk attending their invention and manufacture.

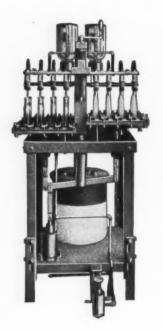
Those things called dear are, when justly estimated, attended with much less profit to the maker than those which everybody calls cheap. A disposition for cheapness and not for excellence of workmanship is the most frequent and certain cause of the decline of any industry.

August Goertz & Co., Inc.

Metal Specialties

276 Morris Avenue

Newark, N. J.



#### Double Head Eight-Stem Semi-Automatic

### VACUUM FILLING MACHINE

Fills four bottles while four others are being put in machine. Placing them in the machine discharges others on a Belt Conveyor. Readily adjusted for any ordinary size bottle. Foot control Valve automatically fills containers and dumps Overflow Jars. Detects bottles that will leak after filling, fills to absolute uniform height, and has no drippage.

Full particulars on application.

#### INTERNATIONAL FILLER CORP.

Factory and General Offices

#### PETERSBURG, VA.

REPRESENTATIVES

New York R. J. PIELLISCH Phone Beekman 2217 207 Water St. St. Louis, Mo. CORLISS SUPPLY & MFG. CO. Phone Bament 25 1906 Olive St. Cleveland, Ohio A. K. EINSTEIN Phone Prospect 1252



Type \$75.00

#### "HY-SPEED" LIQUID MIXERS

WITH

#### "Push-Pull" Propellers

Are Used by Successful Manufacturers Everywhere

#### FEATURES

Lower propeller "Pulls" up all ingredients from bottom of tank, bringing it into solution with liquid being forced downward at great speed by top "Push" propeller. This action between the two "Push-Pull" propellers, dissolves much more rapidly than other methods.

Solid mixing shaft cannot collect liquid inside, where cleaning is impossible. Write for circular describing many other features.

Different models priced from \$37.50 to \$135

#### Immediate Delivery from Stock

In ordering state depth of tanks and electricity on lamp circuit.

14 000 Usars Can Tastify That

14,000 Users Can Testify That
We Stand Behind All Our Products

### 1/4 H. P. Oversize Motor. Capacity from 20 to 300 Gallons. We Stand Behind All Our Products ALSOP ENGINEERING COMPANY, 47 West 63rd St., New York

Manufacturers of

"Hy-Speed" Mixers, "Vaccu" Filters, Portable Electric Pumps, "Vaccu" Bottle Fillers, etc.

### The First Real Improvement in Collapsible Tubes

A Slight Twist

Closes the

Opening



THE "NO-CAP" TUBE

Note the Spring Closure

No Cap To Loose

Special

Feature

Simple to Operate Yet Making a Perfect Seal

Samples on Request

STANDARD SPECIALTY & TUBE CO.

NEW BRIGHTON, PA., U. S. A.

Manufacturers of Collapsible Tubes for 20 Years

### ANY ROUND PAPER BOX



We have special facilities for manufacturing round Face Powder and Rouge boxes.

Let us estimate on your next contract.

All boxes can be furnished with powder container

### EUGENE K. PLUMLY

N. E. Corner Broad and Federal Sts. PHILADELPHIA, PA.



### PECHE D'OR

#### Bathing Beauty Paste

The latest creation of Monsieur Guasch.

A miracle shade that bathing beauties will insist upon having.

#### Waterproof-Permanent

Put up under your name.

Sample and price to reputable perfumers only.

No samples to—Department Stores— Jobbers.

We sell only to reputable Perfume Houses.

#### Genuine

# GUASCH LIP STICKS Do Build Big Business

Brilliant shades—Pure Ingredients

Also

## EYE BROW PENCILS COSMETIQUE

Rightly Priced

# MERVEILLE PUFF & COSMETIC CO., INC.

339 EAST 93rd STREET NEW YORK CITY

-"We strive for Perfection"-





### Self-Fixing Caps



TO capping operation is simpler than applying Capes-Viscose. The operator merely slips the wet, loose cap over the stopper, lip and neck of the bottle and the cap does the rest. As it drys the cap shrinks smoothly, forming a snug hermetic seal over the stopper and neck of the bottle, that is absolutely proof against scent-leaks, grease, gasolene, oil, alcohol and ether. Furthermore the caps are sanitary and odorless.

Write for full information as to how Capes-Viscose can be applied to your bottles.



### CAPES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.



Cap Before Drying Just Put On

12-1





Cap After Drying Fits "Like a Glove" Makes a Hermetic Seal

# What Capes-Viscose are and How They are Used

CAPES-VISCOSE are hoods of cellulose which are slipped wet over the top of corked bottle. They dry quickly and shrink smoothly, forming an absolutely sanitary, non-absorbent and durable seal over the stopper, lip and neck of the bottle, making it impossible for the contents to leak or evaporate.

An inexperienced operator can cap 400 bottles an hour with Capes-Viscose. On some sizes and shapes as many as 600 per hour are capped regularly.

#### Some of the Prominent Users of Capes-Viscose

Nonspi Company
Northam Warren Corporation,
Cutex Manicure Specialties

Solon Palmer
Ed. Pinaud
Parfumerie Rigaud
Mme. Helena Rubenstein

S. S. White Dental Mfg. Co. Yardley & Company, Ltd. American Druggists Syndicate Chattanooga Medicine Co. E. R. Squibb & Sons Strong, Cobb & Company United Drug Company

United Drug Company Alys American Barber Supply Co. Armoul & Company
Elizabeth Arden
Harriet Hubbard Ayer
The Bonney Company
Cheramy, Incorporated
Suzana Cocroft Laboratories
Dorothy Gray
Green Barber Supply Co.

### CAPES-VISCOSE, INC.

Sales Office:

132 Madison Avenue, New York

Phone: Lexington 2743

American Works: Delawanna, N. J.





"A Business Built on Recommendation."

### Manufacture Your Own Cosmetic Specialties

#### Consulting Service

YOU must know the fundamental principles of the manufacture of Cosmetics in order to manage your factory properly, to determine the cost of your products correctly and last, but not least, to convince yourself of the purity of your preparations.

We can instruct you in the most practical and scientific way to manufacture your own Specialties.

#### Compact Face Powders

CET the Compact-Rouge interchangeable dies to Machine with manufacture Compacts of any size or shape on glass or metal discs.

The machine, operated by foot or power, decreases your operating costs and increases your production.

We install plants for the manufacture of Compacts, Face Creams, Indelible Lip Sticks, Waterproof Paste Rouges. Moulds furnished.

Fourteen years' practical experience in the manufacture of the entire Cosmetic line is our guarantee.

Write us on your letter head for full particulars.

#### JOSEPH L. STUMMER, B. Sc., Ph. G.

Manufacturing and Consulting Chemist

Office and Laboratories

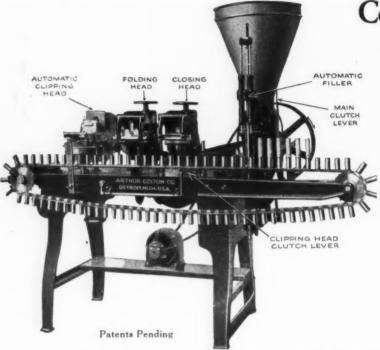
201 Fulton Street

(opposite Hudson Terminal)

New York

Telephone Cortlandt 2327

Cable Address "Cosmetic"



### Colton No. 6c

Filling, Cleaning and Wiping, Folding, Clipping and Dating Machine

Capacity 45 to 50 tubes per minute.

This machine is recommended on large runs.

Send for Circular Fully Describing

#### Arthur Colton Company

2604 East Jefferson Ave. Detroit, Mich-U. S. A.

A B STEMBET (DATE OF A SHARE OF A SECURITY O ANALYTICAL AND MANUFACTURING DEPARTMEN

Y H BALL NOER
WEEK HATTERS
MEEK HATTERS
RELEGIONS

#### STEWART & HOLMES DRUG CO.

WHOLESALE DRUGGISTS

CO-DENTAL AND KING STREET

DRUGCO EDOES USED MESTERN UNDER

ALL COMMUNICATIONS OF THE PIECE AND THE PIEC

SEATTLE.WARH. November 28, 1923.

National Packaging Machinery Co., Soston, Mass.

Gentlemen: --

In reply to your letter of November 23, ragaring the use of Kouel MD Improved Bond Machine in weighing and filling our drys. "Ne wish to acrise you that it has exceeded our expecation in accuracy and efficiency in the weighing and filling of dry chemicals or drugs, such as Sorie Acid Ponder, Borie Acid Crystale, Alum Powser, Compound Licerite Powder, Ortis Root Powdered, Rochelle Salts, Sabadilla Seed, Saltpetre, Soda Bicarbonate, Sodium Fluorice and Sulphur.

We do not hesitate to express our entire satisfaction with the machine, and recommend it to any one needing a machine for similar purposes.

Yours tery truly, STEWART A HOLDES DEBOCO.

By Charles in Charles.

### "Model M. G."

makes good

weighing and filling drugs.

#### Read This Letter

and know why

"NATIONAL" SERVICE MEANS INCREASED PROFITS

Send samples of your packages and state speed wanted.

National Packaging Machinery Co. 190 Green St., Jamaica Plain, BOSTON, MASS.

50 Church St. New York City 108 So. La Salle St. Chicago, Ill. Y, 1924

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#### FRIES BROS.

### **AUBEPINE**

(ANISIC ALDEHYDE)

A colorless liquid.

Specific Gravity, 1.123 at 25° C.

Boiling point, 245-246° C.

Soluble in all proportions in alcohol 70% to 95%.

Practically 100% Pure Anisic Aldehyde.

A less pure Aubepine, upon evaporation, will leave an odor reminiscent of Anise or Methyl Para Cresol. Upon making the evaporation test, results will show this characteristic entirely absent from Fries Bros.' Aubepine.

92 Reade Street New York

# MORGAN & COMPANY

9

SPERMACETI WAX

9

WHITE BEESWAX PURE

3

KAOLIN BOLTED

3

**TALCUM** 

2

ZINC OXIDE

9

RICE STARCH

C

ZINC STEARATE

2)

LANOLIN USP

3

355 W. ONTARIO ST.

CHICAGO SUPERIOR 8870 ESTABLISHED 1840 INCORPORATED 1922

### Shipkoff's Pure Otto of Rose

Main Offices: Shipkoff & Co., Ltd. Sofia, Bulgaria

Branch Office: Kazanlik, Bulgaria

Model factories: In all main centers of the Rose District.

Highest Awards
Including four Grand
Prizes.

The ancient Romans called the rose Regina Florum (the queen of flowers) and the aroma of the rose—the perfume of the Gods. The rose has always stood for the flower of Love, and likewise, the real rose perfume will ever be the highest creation of the perfumery art—soothing, charming and bewitching the heart of young and old. To love the rose is to love the highest beauty in nature and to love a rose perfume is to admire the noblest beauty in character. No flower garden is complete without rose bushes; no flower bouquet is ever perfect without roses and no rich perfume, no matter how mystic and seductive its aroma, was ever created without a fair part of the Damask rose basic odor. Shipkoff's Otto of Rose, distilled from the fresh Damask roses, alone gives to a perfume that round harmonious finish, which charms. Use always Shipkoff's Otto of Rose in all your perfume creations.

Distributing depots: Paris, London, Hamburg and in all main perfumery centers.

Montreal Depot: 41-43 Youville Place.

> London Depot: 5 Giltspur St. Newgate St. E. C. 1

Original packages: 4, 8, 16, 24, 32, 40, 48, 56, 64, 72 and 80 ozs. each.

American Office

#### SHIPKOFF & CO., Inc.

219 PEARL ST., NEW YORK, N. Y.

#### For Toilet Powders

#### PLYMOUTH STEARATES

of

### ZINC-MAGNESIA-ALUMINUM-CALCIUM ZINC OXIDE-JAVA RICE STARCH

#### For Toilet Creams

PLYMOUTH REFINERY PRODUCTS

### COLD CREAM OILS—PETROLATUMS

#### IMPORTED STEARIC ACID

SUN BLEACHED WAX—CERESENE WAX—PARAFFINES

Exports—M. W. PARSONS—Imports

Plymouth Organic Laboratories

and

New York

1924



# FLORASYNTH LABORATORIES, INC.



MANUFACTURING CHEMISTS

EXECUTIVE OFFICES AND WORKS
UNIONPORT, NEW YORK

WE are listing a few of our new synthetics which we have been working on for the past two years. Materials long since known to the foreign perfumers and which we have been introducing into the laboratories of some of our friends, manufacturers of toilet preparations, who have taken long strides in making their products the equal and in many cases superior to the imported ones.

Benzyl Iso Eugenol (Carnation, Narcissus)
Dihydroxy Citronellic Ketone (Lilac, Lily)
Dimethyl Benzyl Carbinol (Lilac, Lily, Narcissus)
Dulcinarome (Fixative)
Guajackyl Phenyl Acetate (Rose, Tuberose)
Methyl Nonyl Acetic Aldehyde (Orange, Jasmin)
Paracresyl Phenyl Acetate (Narcissus)

Paramethyl Quinoline (Honey, Rose)
Phenyl Acetic Ketone (Lilac, Lily)
Phenyl Glycol Acetate (Lilac, Rose)
Piperonal Vanillone (Heliotrope)
Rosindol (Rose)
Tetrahydroparamethyl Quinoline-Civet Character
(Lilac, Rose, Lily)

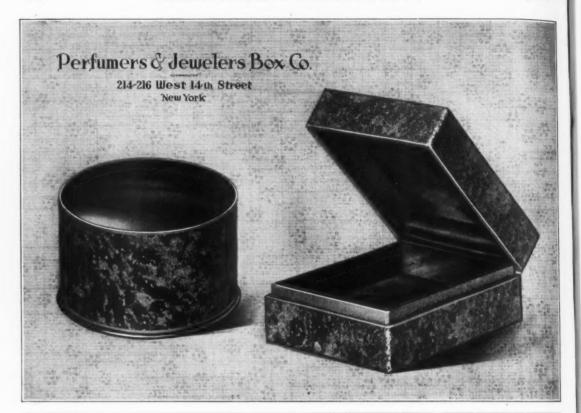
#### Pioneer Manufacturers Diethyl Phthalate

Iso Butyl Indol
(Will not discolor)

Methyl Anthranilate C. P.

Phenyl Ethyl Alcohol C. P.

**Rhodinol Pure** 





### **DEJONGE** Quality Papers



The business of this house was founded some seventyfive years ago to manufacture Surface-coated, Embossed and Art papers of the highest quality for perfume and toilet preparation Box Coverings. We shall be glad to have our branch representative call and help you select papers best suited to your requirements.

May we serve you?

#### LOUIZ DEJONGE & CO.

69-71-73 Duane Street NEW YORK 1924

### Hoshi Pharmaceutical Co. Ltd. Tokio, Japan

### Quinine and its Salts

For Medicinal and Denaturing Purposes

#### **PYRIDIN**

For Denaturing Purposes

### "PURITAN BRAND"

ESSENTIAL OILS & SYNTHETICS

#### **BUBECK & DOLDER**

Bale, Switzerland

FINE CHEMICALS
and
PHARMACEUTICALS

#### **VIETOR & HOSKEN**

160 Pearl St., New York
Telephone: Hanover 3224-5
Sole Distributors

## **CHYPRE**

(No. 215 A)

Deservedly popular. Of high concentration and powerful fragrance. Suitable for any high grade perfume or toilet preparation, yet economic, as a test will prove.

Trial oz. \$1.25 Per lb. \$15.50



### Narcisse Fleurs

(No. 319 B)

Public demand for this delicate, fragrant perfume has steadily increased, due largely to the subtle individuality of its odor.

Trial oz. \$1.25 Per lb. \$24.00

Essential Oils Terpeneless Oils
SYNTHETIC FLOWER OILS

Neroli Rose Marechal Niel Linden Blossom Moss Rose Red Rose Tuberose Orange Blossom Jasmin May Blossom Cyclamen Lilac Blossom Jonquille Wallflowers Acacia Hyacinth Heliotrope

We furnish prices and samples or quote on your requirements.

We will appoint selling agents

#### ERNST BISCHOFF CO., Inc.

135 Hudson St., New York, N. Y. U. S. A.

Telephone Canal 4509-10437

#### Mr. Sales Executive!

HOW is your business? Can you visualize every climate, city, dealer, jobber, retailer, and consumer, from where you sit?

Do you realize that each of the above can visualize you, by the tube you use?

Many Purchasing Agents still think of tube costs in terms of invoice prices. Yet they buy factory and office equipment on the basis of definite expected results.

Isn't it equally important—equally logical—to consider your tube purchases in like manner?

To plan the preliminary steps of your sales campaign right, to spend time, money and thought on it, and then have your plans disarranged by packing your product into an inferior tube, is THE FINAL ERROR.

GLOBE TUBES are made of the purest of Tin, coated with the very best enamels, and lithographed with most expert knowledge, and will hold your product fresh and wholesome, thus assuring a more favorable reception by the consumer.

Don't commit THE FINAL ER-ROR.

"The Tube of Mechanical Perfection"

# Globe Collapsible Tube Corp.

401-405 JEFFERSON STREET HOBOKEN, N. J.

### WHEN

you send your prospective customer a small sample of your face or talc powder-

#### WHEN

does she try it? That is the question—does she put it aside to try later—and perhaps forget it altogether?

#### IT ALL DEPENDS-

on the way you send the sample—how convenient it is for her to use it

#### WHEN

she gets it-

### USE SAMPLING POWDER PUFFS—

and

#### WHEN

she writes for a sample—mail her a filled powder puff—so she can use it

#### WHEN

it arrives at her home—and that is exactly

#### WHEN

you want her to try it-while it is fresh in her mind.



#### WHEN

shall we send you more information and samples of our special powder puff sampling service?

#### SAY WHEN



# The Refillable Puff & Novelty Co.

538 Congress Ave.

NEW HAVEN, CONN.

# FAN-Burt Company Ltd. SPECIALISTS IN

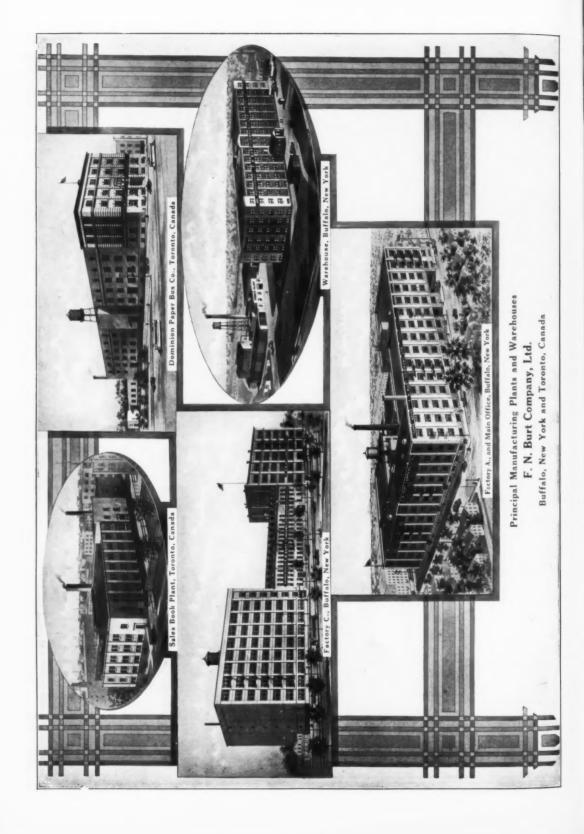
Y, 1924

and ing

Small-Fine Paper Boxes



MAIN OFFICE, 540 SENECA STREET, BUFFALO, N.Y.





WEXICANZ WEXICANZ



GOMEZASLOANE
244 WATER ST.
NEW YORK

### AUGUST GIESE & SON

162 William Street New York



ALL GRADES



Get Our Prices

In Stock in New York for Spot Shipment

### AMYL BUTYRATE

We are the largest makers of this ester and can offer it in the Absolute and Perfection grades (the latter a special product for the perfumery trade).

ESTABLISHED 1882

### THE NORTHWESTERN CHEMICAL CO.

The Largest Makers of Butyric Ether in the World

WAUWATOSA

**WISCONSIN** 

# ESSENFLOUR PRODUCTS LTD. MYSORE (S. INDIA)

Distillers of Essential Oils and Manufacturers of Perfumery Products

Sole Consignees and Distributors

### **MYSORE**

(GOVERNMENT DISTILLED)

### SANDALWOOD OIL

Satisfying the requirements of all Pharmacopoeias

Samples and prices will be readily furnished on application to sole representatives

Sole Agents U. S. A.

#### COX, ASPDEN & FLETCHER

TELEPHONE RECTOR 4586 26 Cortlandt Street NEW YORK CITY

CABLE ADDRESS COXASPDEN, N. Y. 1924

## Vanity Puffs—Quality First

The Puff is the first thing to be seen when opening your vanity case. To create the impression you want, the puff should be of the best quality. That is the only kind we make—

#### THE BEST

When the compact is almost used up, the puff should still show quality, so that the user will demand your refill or a new case.



#### ALVA MANUFACTURING CO.

77-79 Washington Avenue, Brooklyn, N. Y.

### For New Ideas in Seals Mail the Coupon

NOTHING will add to the attractiveness of your package quite so much as an artistically designed, skillfully made Horn label.

3

Our specialists will be glad on request to offer suggestions to improve your present label.

Write for full details and send for the package.



### John Horn SEALS

837-839 TENTH AVE. NEW YORK, N. Y.

Kindly send me a sample package of your seals.

Name ...

Address .....



### "GO SAFE" MAILING BOXES

PATENTED

The Most Efficient Mailer on the Market

Mail Your Samples Mail Your Advertising Mail Your Orders

In a Mailer that combines Neatness. **Durability and Economy** 

Write us today

Young Brothers Displayologists (REG. U. S. PAT. OFFICE)

New York Office, 130 W. 42nd Street

Displayologists

Providence, R. I.

### The Lorscheider-Schang Company, Inc.

Bush Terminal Sales Building (4th Floor)

45 ANDREWS ST., ROCHESTER, N. Y. 1133 BROADWAY, NEW YORK CITY



Designers and manufacturers

OF

Highest Grade Boxes Only

FOR

Complexion Powders, Perfumery and Toilet Articles 1924

et

### If you do

compound the flower oils

#### **JASMIN and NARCISSUS**

then let us help you to improve them. Here are the chemicals that you need:

Benzyl Acetate F. F. C.

Benzyl Alcohol F .F. C.

Benzyl Propionate F. F. C.

Bergamot Terpeneless Butyl Phenyl Acetate

P-Cresyl Acetate
P-Cresyl Phenyl Acetate

Di-Methyl Anthranilate Geraniol Absolute Hydroxy-Citronellal C. P.

Iso-Butyl Phenyl Acetate

Linalool Bois de Rose Linalyl Acetate 90% Methyl Acetophenone Petitgrain Terpeneless Phenyl Ethyl Alcohol

C. P. Phenyl Ethyl Propionate

Rhodinol C. P.

Use Felco Aromatic Chemicals, guaranteed absolutely pure and uniform, and be assured of a perfect blend and flawless odor in your compound.

Ask for samples

### If you do not

compound the oils yourself

take advantage of our long experience in compounding and our special research work on

### JASMIN and NARCISSUS

We have these two popular odors in a variety of oils suitable for extracts and toilet waters, also for face powders, creams, and talcum powders, which they are guaranteed not to discolor. Prices range from \$13.00 up.

Ask for samples

### FELTON CHEMICAL COMPANY, INC.

Manufacturers of Perfumers' Raw Materials

65 Taaffe Place

Brooklyn, N. Y.

### The Collapsible Tube

NO Camping Equipment or Fishing Party is complete without some First-Aid Ointment. The Collapsible Tube is the only container that will carry this material successfully.

We will be very glad indeed to send samples for inspection or for trial.

### PETRIES TUBES

The One Perfect Tube

PEERLESS TUBE COMPANY, 48 Locust Ave., Bloomfield, N. J. CABI.E ADDRESS—"PEERTUBE, BLOOMFIELD, N. J."



### Our Tubes are Guaranteed Not to Peel or Crack

PURE TIN OR LEAD

PLAIN OR DECORATED



Wheeling Stamping Co.

GEO. K. DILLER

West Brondway, New York

Wheeling, W. Va.

WHEELING, W. VA.
B. E. STOVER, Sales Mgr.



### Increase Your Sales

WITH

#### ROSS - GOULD MAILING LISTS

This Catalog enables easy selection of your best prospects; actual users of your product. Thousands of Lists shown.

#### **NEW PROSPECTIVE CUSTOMERS FOR YOU:**

- 46,083 Druggists, Retail . . Per M \$10.00 5,411 Power Laundries . . Per M 10.00
- 5,621 Beauty Parlors....Per M 13.00 172,847 Grocers, retail....Per M 10.00
- 72,847 Grocers, retail....Per M 10.0 3,234 Dept. Stores,
- \$10,000 and up...Per M 13.75 150,000 General Stores...Per M 10.00 13,155 Hotels, Select...Per M 10.00
- 134 Buying Hdqrs., 5 & 10c. Stores....... 7.25
- 7,879 Hospitals, Homes and Sanitariums .....Per M 10.00 3,026 Independent 5 & 10c.
- Stores ...........Per M 11.00
  12,047 Racket Notion
- Stores and Variety
  Dlrs., Retail .....Per M 10.00

Any desired quantity of names supplied. Prompt delivery. Ask for state counts.

Our 99% guarantee with 5c, refund, insures highest quality. Write now

Our 99% guarantee, with 5c. refund, insures highest quality. Write now for complete Catalog and Reference Book.

ROSS-Gould Co. St. Louis, Mo.

1924



## FACE POWDER

ANY GRADE—ANY COLOR—ANY QUANTITY

NO ORDER TOO LARGE—NONE TOO SMALL.

Cold Cream-Vanishing Cream-Massage Cream Beauty Clay-Talcum Powder

All Merchandise in Bulk or in Your Own Containers

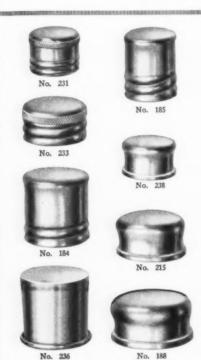
SACHETS—We manufacture a line of fanciful sachets, which ought to prove a source of ready profit to dealers.

#### WINNER LABORATORIES

53 Mercer St.

New York, N. Y.

(Phone Canal 3556)



CUTS FULL SIZE









No. 237

No. 2

#### Specialists in Screw Caps and Similar Products

Designers and manufacturers of Sheet Metal Specialties—such as caps for talcum and toothpowder cans and jars in Brass— Polished Nickel Plated, etc. and other metals.

#### BRASS GOODS MFG. CO.

345 ELDERT ST., BROOKLYN, N. Y.

Herbert O. Hyatt President & Treasurer Frank S. Hyatt Vice-Pres. & Sec'y.

#### IMPORTERS AND GRINDERS

Prime LEE MOOR, Bolted Grade of ENGLISH CHINA CLAY (KAOLIN)

Foreign— TALC -Domestic

FULLER'S EARTH (Genuine English)

INFUSORIAL EARTH PRECIPITATED CHALK PREPARED CHALK STEARATE OF ZINC PARIS WHITE WHITING—All Grades

#### HAMMILL & GILLESPIE, INC.

Founded A. D. 1848. 240 and 242 FRONT ST., NEW YORK

Chicago Representatives
A. C. DRURY & CO.

420 Rush St.

Telephone Central 2349

## When A Customer Places an Order



WHENEVER a customer places an order with us he has every right to expect the utmost that our experience, our equipment, the best material and honest workmanship can produce.

### E. N. Rowell Co., Inc.

Batavia, N. Y.

New York Sales Office: THE BRISTOL INDUSTRIES, Inc.

41 Park Row, Room 805 Telephone: Cortlandt 1574-5



87 P

E.N. Rowell Co. 9nc.
Paper Box Mfrs.
Batavia, N.Y.



104 P



94 P



83 P

### **HYDROXYCITRONELLAL 100%**

Highest Quality

### GERANIOL EXTRA

With the Odour of Fresh Rose Petals

#### A. M. TODD COMPANY

KALAMAZOO

MICHIGAN, U. S. A.

Established in 1869

### Kremol—Oil for Cold Cream

A pure white mineral oil of exceptional quality especially refined for use in manufacturing COLD CREAMS, NOSE and THROAT SPRAYS. Made in two grades-LIGHT and HEAVY.

#### Medicol

A medicinal white mineral oil of super-quality. Manufactured especially for Internal Use. Made in five grades, LIGHT, MEDIUM HEAVY, EXTRA HEAVY and SPECIAL HEAVY. All grades more than conform to the requirements of the U.S. P.

#### Sherpetco

Petrolatum
Lily White
ber White Superfine
hite Snow White Amber Lily White
Light Amber White Superfine
Cream White Snow White
Manufactured from strictly
PENNSYLVANIA CRUDE, filtered for COLOR, TASTE and
ODOR, All grades conforming
to U. S. P. requirements.

#### Sheroline

A synthetic petroleum jelly, snow white in color, used as a base for COLD OREAMS, CAMPHOR-ICE, SALVES, OINTMENTS, etc.

Our products are made for manufacturers of cold creams, cintments and other toilet and pharmaceutical preparations. Highly refined, tasteless, odorless and absolutely pure. Our specialists will confer with you on any problem involving the use of mineral oils or jellies.

Formulae for cold creams, lotions, salves, etc., available to our customers without charge.

WRITE FOR SAMPLES AND FULL INFORMATION

#### Sherwood Petroleum Co., Inc.

Quality Products-the standard by which all others are judged.

<del>^^</del>

General Offices: BUSH TERMINAL

BROOKLYN, N. Y.

Telephones | Sunset 8049 | Sunset 7862

Refinery: CORAOPOLIS, PA. Eastern Works: BROOKLYN, N. Y.

# LANOLIN

U. S. P.

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HYDROUS ANHYDROUS

Special Products for Pharmaceutical and



Toilet Manufacturers

Buy direct from

"AMERICA'S ORIGINAL REFINER of
LANOLIN" and obtain a product
guaranteed strictly U. S. P.

American Lanolin Corp.

LAWRENCE, MASS.

# FILL Rapidly Efficiently

#### RODGERS MACHINES

Pastes or Powders
Complete lines made by

#### GEORGE G. RODGERS

29 E. Mulberry St. Springfield, Ohio

Hand and Power Equipment for

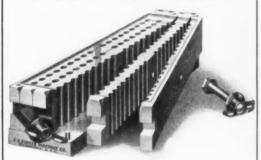
Filling, Folding and Crimping Collapsible Tubes

Powder Mixers and Fillers Conveyor Tables

> QUALITY PRODUCTS PLUS SERVICE

Your Correspondence Solicited

#### STOKES ALUMINUM MOLDS



make perfect

EYEBROW PENCILS

LIP STICKS

Write for information and prices

PERCOLATORS WATER STILLS TUBE FILLERS POWDER FILLERS BOTTLE WASHERS CREAM MIXERS

F. J. STOKES MACHINE CO. 6112 Tabor Road, Olney P.O., Philadelphia

1924

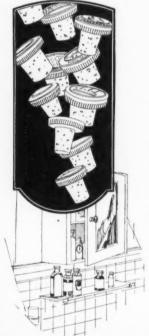


### Appearance Can Arouse Desire

THEREFORE THE DISPLAY OF A PLEASING BOX PRODUCES
A DESIRE FOR THE GOODS IT CONTAINS.

We Specialize in Round Face Powder Boxes
Write before placing your next contract.

The Randolph Paper Box Co., Inc.
1307-1313 Ross St. Richmond, Va.



#### Make Your Bottled Package Easier to Use

WILL your bottled package be popular in the home because it is easy to use?

It will if stoppered with an Armstrong's Embossed Top Cork. The cork is so easily extracted—it never breaks the finger nails or gouges the hand. And to re-seal, the cork is simply twisted in the bottle neck.

With an Armstrong Embossed Top Cork the contents are kept fresh and free from dirt. There is no unsightly accumulation around the mouth of the bottle. The embossed top is never gummy or sticky. It stays dainty and clean and invites frequent use of your product.

With the top colored to harmonize with the label or contents and embossed with a suitable design, the advertising value of your package can be considerably enhanced by the use of Armstrong's Embossed Top Corks.

Let us send you samples of embossed top corks other manufacturers are using to improve their bottled packages. A post card will do.

> Armstrong Cork Company 139 Twenty-third Street, Pittsburgh, Pa.

ARMSTRONG'S EMBOSSED CORKS

Handy as a Door Knob

### Scientific Mixing Means Perfect Mixing

Wherever liquids are to be mixed, Lightnin Portable Mixers do the work thoroughly, quickly and at minimum expense.

Propellers exert a downward-and-diagonal thrust, giving a complete turnover and rotation in TWO directions. The most perfect mixing of liquids possiblebecause the most scientific.

Clamps to any type of mixing vessel; may be set at any angle by means of uni-

versal joint. Telescopic shaft adjusts to vessels of various depths. Deeply submerged propeller eliminates splashing. All working parts, including vertical motor, strongly housed. Furnished in nine sizes to mix from 1 gal. to 2,000 gals.

Write for Booklet No. 41.

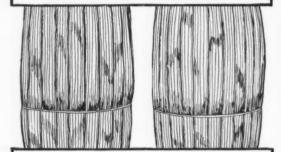
MIXING EQUIPMENT CO., Inc.

New York City





Varieties



J. N. LIMBERT & CO., Inc.

12 South Marshall St. PHILADELPHIA







# PFALTZ & BAUER, Inc.

300 Pearl Street

**New York City** 

A. MASCHMEYER, JR. Amsterdam ROSE CENTIFOLIA-JASMIN WHITE "E." ETC.

E. DE HAËN A. G. Hannover Methylanthranylate - Acetophenone - Chlorophyll

LIENAU & Co. Uerdingen TERPINEOL. C. P.

E. SACHSSE & Co. Leipzig Oil Orris Liq. 10 Fold-Oil Dill Seed, Etc.

Dr. F. Raschig Ludwigshafen Musk Ambrette 100%

WOLL WAESCHEREI & KAEMMEREI Hannover "Golden Fleece" Lanoline.

# THEODOR LEONHARD WAX CO., Inc.

Haledon, Paterson, N. J. ESTABLISHED 1852



Specialties

Pure White Sun Bleached Beeswax Pure Refined Yellow Beeswax

Specify "T.L." Brand Pure White Sun Bleached Beeswax. Guaranteed under Food and Drug Act, June 30, 1906. Serial No. 4068.

Write for samples

Long Distance Tel. Lambert 8183



## Metal Compact Boxes

MANUFACTURED in a plant modernly equipped in every department to produce Metal Compact Boxes of the highest quality, mechanically perfect and in any finish desired. Each department supervised by an expert in his particular line.

We operate our own Rolling Mills, thereby doing all manufacturing from ingot metals to a very high-grade finished product.

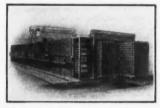
Our Tool Department is prepared to develop your own original ideas and furnish cost estimates.

QUALITY and SERVICE

THE BRIDGEPORT ROLLING MILLS, Inc. BRIDGEPORT, CONN.

# DRYING

LAUNDRY BAR SOAPS



The "Proctor" Continuous Truck Dryer—a wonderfully efficient system of drying all Laundry Bar Soaps. The bars of soap on trucks are automatically run through the dryer. Perfect surface drying is obtained with the least possible loss of weight. Saves time, space and labor. Send for our catalogue.

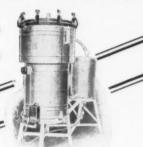
PROCTOR & SCHWARTZ, INC.

Formerly The Philadelphia Testile Machinery Co.,
Philadelphia, Pa.

"Proctor"
DRYERS

# The HARDESTY Vanilla Percolator

Will make a
Superior
Flavor in 48
hours



All desirable properties of the beans are extracted without any evaporation of costly materials. Simple, Safe, Semi-Automatic.

Write for Full Information

The R. Hardesty Mfg. Co.

# SUPERIOR COMPACT PUFFS

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Creating Puffs of Superb Quality which exemplify the unique artistic refinement of your exclusive package is our specialty.

May we have your request for samples and quotations?

Furlager Manufacturing Co. 67 East 8th St. New York, N. Y.

"We lead in quality"

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Exclusive Distributors of

Novelties

# Perfume Bottles Metal Stoppers Perfume Labels

up to the highest grades

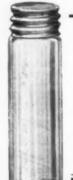
Agents desired throughout the United States

The Meht & Daniel Corp.

SALES AND PURCHASING AGENTS FOR MEHT & DANIEL, HAMBURG, GERMANY

1 Liberty Street

New York



Homeopathic Vials of Every Description

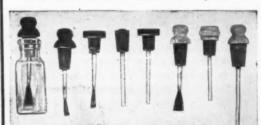
Manufactured by the

# RUTH GLASS COMPANY

Conshohocken, Pa.

QUALITY AND MOST ATTRACTIVE PRICES

### Camel Hair Brushes, Glass Rods with Cork or Cap



New Styles in Colors

Applicator Stopper Bottles

-Lowest Prices

Write for Samples

BENTON, HOLLADAY & CO., 444 W. 26th St., New York, N. Y.



ABONITA COMPANY, Inc. 134 South Clinton St. CHICAGO

COMPACT SPECIALISTS

HAND MADE FRENCH-PROCESS ROUGE and FACE POWDER COMPACTS

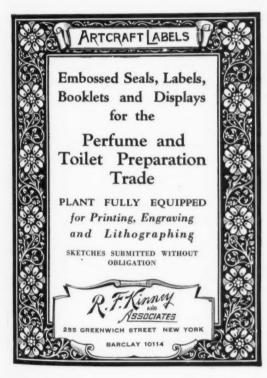


LIP STICKS COSMETIQUE EYEBROW PENCILS

PRIVATE BRANDS EXCLUSIVELY

QUALITY PRODUCTS—PROMPT SERVICE IMMEDIATE DELIVERIES





# Franchise of Life Salesmen Why Not

Salesmen now calling on drug trade, general stores, beauty parlors, barbers, grocery trade, can materially increase their income without additional effort or expense.

Our line is to be nationally advertised.

Not a make-shift proposition, but something substantial. Your life-time opportunity. Repeat sales will give you a lucrative year-around business on items that have no competition, and yet are in every day demand in every household.

Manford Pharmacal Co.

Dept. I 1311 S. Broadway, St. Louis, Mo.



SUPERIOR

#### TALCUM CANS

Made with Fibre Bodies and Metal Bottoms.

Dome-Shaped Perforated Tops of Polished Nickeloid, Copperoid, Brassoid; Gold Lacquered and Tin.

MAILING CASES

FOR LIQUIDS

Round Fibre Cans

Superior Liquid Containers for Soda Water, Etc.

Mailing Tubes for Calendars, Etc.



Samples and Quotations on Request

UNION PAPER COMPANY (EST.) 844 WASHINGTON ST. NEW YORK

# Consulting

TOILET REQUISITE SPECIALIST

Complete Working PROCESS and FORMULA Furnished for CREAMS, LOTIONS, POWDERS, LIQUID SOAPS, PERFUMES

Plants Installed, First Runs Made, Research, Development, Yearly Contract Consulting Service

W. M. LINNETT, I. E.

BLOOMFIELD, N. J.

# Demmoons

### Seals That Make Sales



The rich simplicity of an appropriate Dennison seal will suggest to a customer the delicate fragrance of your perfume or powder. The value of first impressions in selling is unquestionable. Disunquestionable. tinctive seals create an eye-appeal and a corresponding desire to buy.

Send for samples and judge Dennison quality for yourself.

#### DENNISON MFG. CO., The Tag Makers Dept. Tl, Framingham, Mass.

Please send me samples and prices of fine seals for Perfumers.

Address.

TECHNICAL AND CERTIFIED

Technical colors for Perfumes, Soaps, Waxes, and special uses. Ask for samples. Special Service to Essential Oil Houses.

Certified Colors for Flavoring Extract Manufacturers, Bakers and Confectioners' Supplies.

INTERSTATE COLOR CO., Inc.

41 Park Row, Suite 814 New York City

#### TUBE CLIPS FOR COLLAPSIBLE TUBES

. . . . . . . . . . . . .

Made of nickel zinc and will not rust. Eight sizes carried in stock for prompt delivery.

Diameter Tube-Length Clip | Diameter Tube-Length Clip Inch..... 19/16 Inch 1/2 Inch..... 13/16 Inch 1½ " ....1¾ 1¼ " ....115/16 " .....1 .....1 3/16 11/4 .....25/16

.....136

THE H. C. COOK CO. ANSONIA. CONN.

New York Office: 160 LAFAYETTE STREET



In Spring Nature Delights Us with the Fresh Green of the Grass, the Delicate Blue of the Sky and the Emerald Sheen of Rivers and Lakes.

Nature knows that humans respond to the subtle influence of color.

Successful manufacturers of powders and perfumes are also acquainted with this fact. They ask us to prepare containers so beautiful in their color arrangement that the product within is never forgotten by the purchaser. Our designing department is ready to co-operate with you.

#### ALDERMAN-FAIRCHILD COMPANY

Container Craftsmen

Rochester, New York



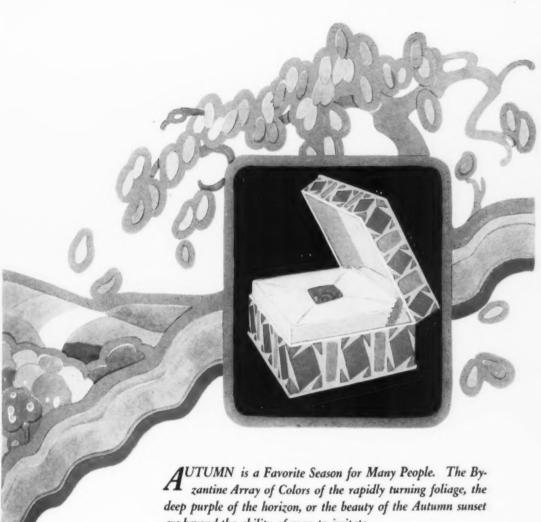
These same colors employed to decorate containers for perfume or powder have the same irresistible influence on prospective purchasers.

It is the business of our Designing Department to adapt color for the purpose of increasing the sales of powders and perfumes. Let us know how we can co-operate with you.

#### ALDERMAN-FAIRCHILD COMPANY

Container Craftsmen

Rochester, New York



are beyond the ability of man to imitate.

The suggestion of nature's colors can be followed however in such a way that sales are increased. We point with pardonable pride to the success of Alderman-Fairchild Containers in building sales for many of America's leading toilet goods manufacturers. Designs of rare artistry that are sure to delight "milady" are the rule rather than the exception.

Tell us how we can co-operate with you.

#### ALDERMAN-FAIRCHILD COMPANY

Container Craftsmen

Rochester, New York



THE HOME OF ALDERMAN-FAIRCHILD CONTAINERS

ALDERMAN-FAIRCHILD COMPANY

Container Craftsmen
ROCHESTER
N. Y.

# VANILLA BEANS

THURSTON & BRAIDICH

27 CLIFF STREET NEW YORK



Samples Attractively— Convincingly Displayed

Bring More and Bigger Orders



Here you get the combined efforts of skilled specialists of 25 years' experience in perfecting the Sample Case.

KNICKERBOCKER CASE COMPANY 224 N. Clinton St. Chicago

World's Leading Sample Case Manufacturers

Your Inquiries Solicited

PRIVATE BRAND TOILET SOAPS



Manufacturers of

Powdered-Chip-Liquid Cocoanut Oil Base-Shampoo Soaps

J. Eavenson & Sons, Inc., Camden, N.J.

# FANCY BOX COVER PAPER

NEW CREATIONS JUST RELEASED. SPECIAL PAPERS DEVELOPED FOR EXCLUSIVE USE BY YOU.

BEAUTIFUL GLASSINE IN MANY NEW DESIGNS. WRITE FOR SAMPLES AND GET THE NEWEST WITHOUT OBLIGATION.

MATTHIAS & FREEMAN PAPER CO.

117 N. SEVENTH STREET

PHILADELPHIA

## Toilet Waters

Under Your Own Name and Brand

We specialize in the manufacture of highest grade toilet waters and hair tonics for the trade.

Write for Samples and Prices

### S. MILLER

101 Water St. New York, N. Y.

# PERFUMERS APER BOXES

HAND and MACHINE MADE

Distinctive Designs for Face Powders, Toilet Preparations and Perfumes.

THE ROBERT NEUMANN CO.
1401-1411 Plum St. Cincinnati, Ohio

### Bright Mirrors That Will Not Tarnish

Made by a special process— Clearest grade glass used

Mirrors and Base Glasses for Perfumers'Use

Write for Samples

Reliable Mirror Works
195 Chrystie St. New York, N. Y.

# Shampoo Base

CLIFTON CHEMICAL CO., INC. CLIFTON BLDG. N. Y. C.

1924

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# Beautiful Vanity Puffs

The steady growth of our business is sound indication that the trade appreciates the service we render in the manufacture and prompt delivery of all kinds of vanity puffs.



French Powder Puff Co.

110 Ridge St., New York

# We Specialize in Exclusive Seals

WE specialize in the creation of distinctive, original seals which insure sales and bring repeat orders. Let us figure with you on your next order.

Write for samples

ATLAS LABEL CO., 119 Lafayette St., New York

# THE TWITCHELL PROCESS

THE STANDARD METHOD OF

DEGLYCERINIZING

THROUGHOUT THE WORLD

Kontakt Saponifier

FOR HIGH GRADE FATS

Kontakt D. P. Saponifier

FOR LOW GRADE FATS

The Twitchell Process Co.



THE Best Values
are to be had from
a dependable Specialist in Metal Boxes.

I am the pioneer in furnishing Metal Boxes for Compacts to the Trade.

New and classic designs with push button catch—best one produced.

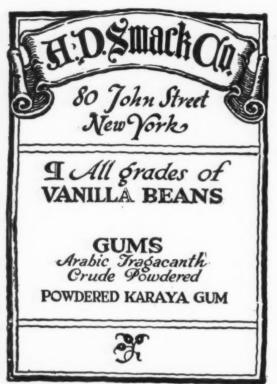
## H.L. HEITER

200 Fifth Avenue
Phone Gramercy 3221
New York City





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# CLASSIFIED ADVERTISEMENTS

The rate for advertisements in this section is 50c. per line per inserting. Please send check with copy. Address all communications to PERFUMER PUB. CO., 14 Cliff St., New York.

#### BUSINESS OPPORTUNITIES

La Parfumerie J. Jutras of Montreal, wish to be represented in the United States. A serious firm can make good with our perfumes, which are very popular in Canada and well advertised to the retail trade. For information please write to J. Jutras, Perfumer, 1739 Ave. Papineau, Montreal, Canada.

Wanted—Used Equipment. Manufacturer wants the following; must be in good condition and priced reasonably: Power tube closing and clipping machine; Roter gyrator No. 7; model D lightning mixer; label cabinet of about five hundred drawers. Address Puritan Pharmaceutical Company, 6111 Horton Place, St. Louis, Mo.

Philadelphia House—Full line essential oils, drugs, chemicals and drug sundries desires local agency for several houses in our line. Can furnish trade and financial references to interested parties who make such goods and want to increase their sales in this territory. Address B. O. 1236, care of this journal.

Essential Oil exporters of high standing require first class representatives. Emil Fog & Figli, Messina, Sicily.

Wanted—Lipstick moulds, round, oval, length 13/4", width about 5/16". The George W. Luft Co., Inc., 460 Pierce avenue, Long Island City. Phone Astoria 6024.

(Continued on page 142)



1924

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drugs,

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goods

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Sicily.

width

Pierce

# COLLAPSIBLE TUBES & CONTAINERS

# E MADE OF CANADA

ALUMINUM SCREW CAPS, SHAVING STICK BOXES ETC.
FOR YOUR CANADIAN TRADE

# We Make a Specialty of These Soaps

UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

LIQUID SHAMPOO SHAMPOO BASE SOAP SHAMPOO PASTE LIQUID TOILET SOAP TOILET BASE SOAP SURGICAL GREEN SOAP

WRITE FOR SAMPLES AND PRICES

# THE DAVIES-YOUNG SOAP COMPANY

DIRECT IMPORT FROM RÉUNION

Write us for

### GERANIUM, VETYVER, YLANGS, PATCHOULI

Quality Guaranteed Everything concerning Perfumers and Soapmakers Absolute and Concrete Essences of Flowers

SOCIÉTÉ SIPA

18 Rue Falque

MARSEILLE, FRANCE

Cable Address: SIPAROM MARSEILLE



# HARD-WHITE-ODORLESS STEARIC ACID

MADE WHITE PACKED TIGHT

DELIVERED RIGHT

Pure Steeric Acid in Convenient Size Cases RUB-NO-MORE CO. FORT WAYNE, IND.

(Continued from page 140)

# PURITY UNIFORMITY and RELIABILITY

are a few of the imperative qualities of



# **LANOLINE**

Manufacturers since 1914.

тне **В & W** со.

Bopf & Whittan

Elizabeth, N. J., U. S. A.

#### BUSINESS OPPORTUNITIES

For Sale—Stokes tube closing and clipping machine No. 2, tube filler with motor attached, and No. 79 tube closer and clipper. Never used, offered at attractive price. Write B. O. No. 1223, care of this journal.

London agent with nine years' experience in the trade desires to represent first class firm of American Essential Oil distillers in the British Isles. For terms and further particulars address B. O. No. 1234, care of this journal,

For Sale—One second hand Day lightning packer, first class condition, steel frame with automatic feeder attached, No. 89 on list. Complete with 1 H. P. 1200 R. P. M. G. E. Motor, 440 voltage, alternating current, 60 cycles, floor space 30 x 44 inches, foot treadle included, gears covered, worth \$490.00, cash price F. O. B. La Crosse, crated for shipment, \$375.00. (Good as new) Marinello Company, La Crosse, Wis.

For Sale—One Day lightning packer, first class condition, steel frame, floor space 30 x 44 inches, height 6½ feet, covered gears 10 x 3, G. E. Motor, alternating current, 440 voltage, 1 H. P., 1200 R. P. M., fills packages of one-half ounce to six pounds, good condition, value \$455.00. If taken at once \$300.00, F. O. B. La Crosse; crated for shipment. Marinello Company, La Crosse, Wis.

For Sale—One No. 1 Pony Mixer, welded enameled can, capacity fifteen gallons, hardwood mixing blades and scraper, single speed, tight and loose pulleys, gears covered, floor space 24 x 35 inches, good condition. Worth \$200,00; crated for shipment F. O. B. La Crosse; \$150,00. Marinello Company, La Crosse, Wis.

(Continued on page 144)



ESTABLISHED 1890

KAOLIN ZINC OXIDE MAGNESIA CARBONATE SOAP POWDER ZINC STEARATE PREPARED CHALK

# PRECIPITATED CHALK

Light, Medium, Heavy, Dense and Free Flowing

STARCH

INFUSORIAL EARTH

WHITTAKER, CLARK & DANIELS, INC.

245 Front St.

New York

124

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floor

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Specialty: Perfume flasks of all kinds, white and stained with brass—capsules nickel plated or gold coloured; also vials for apothecary's shop, etc.

Most Productive Power Always Novelties

HERMANN ORTTMANN

Glass Factory.
Mochrenbach (Thuringia) Germany
Agent and permanent storage of samples
in the U. S. A.

SIGMUND KLINE 180 N. Market St., Chicago, Ill.



### AMOLE PRODUCTS

Have given the trade the utmost in satisfaction for nearly 40 years. Selection of the highest types in raw materials combined with formulas of long proven merit and skillful specialists enable us to supply products of a very superior quality. We invite your inquiries on any of the following in which you may be interested.

SHAMPOO LIQUID, PASTE and BASE—LIQUID SOAP—SHAVING and TOILET SOAPS—SHAVING CREAM—FACE CREAMS

Also a large line of especially high grade preparations for Beauty Parlors.

All of these products can be furnished in bulk or packed in containers ready for your private brand labels.

AMOLE SOAP CO. - Tippecanoe City, Ohio (14 miles north of Dayton, Ohio.)



MAKERS OF SOAP NEARLY HALF A CENTURY

### HARRAL SOAP COMPANY, Inc.

Address Mail—Hawtree Creek Road, Woodhaven, New York City.

Office and Factory—From Hawtree Creek Rd. to 123d St., near Rockaway

Boulevard, Woodhaven, N. Y. City.

SHAMPOO BASE LIQUID TOILET SOAP SHAMPOO PASTE POWDERED SOAPS — COCOANUT and CASTILE

LIQUID SHAMPOO SURGICAL GREEN SOAP TOILET SOAP BASE in BARS and FLAKES FLOATING BATH SOAP

CASTILE SOAP-U. S. P. BARS and CAKES



# GLASS VIALS

Automatic Machine Made, Are Uniform in Capacity, Corkage, Height and Width



Especially Adapted for the Perfume Trade

KIMBLE GLASS COMPANY

VINELAND, N. J. CHICAGO, ILL. NEW YORK, N. Y.

(Continued from page 142)

#### BUSINESS OPPORTUNITIES

For Sale—One No. 2 Pony Paint Mixer, single speed, gears covered, with cast iron porcelain lined cans, tight and loose pulleys, wood scraper, hardwood mixing blades, capacity 40 gallons, floor space 36 x 66 inches, good condition, worth \$286.00; crated for shipment; \$195.00, F. O. B. La Crosse. Marinello Company, La Crosse, Wis.

#### SITUATIONS WANTED

Perfumer-chemist possessing creative ability, as well as thorough practical experience in manufacturing and marketing of all toilet preparations and pharmaceuticals, seeks permanent connection. Address S. W. No. 1237, care of this journal.

Young man, 4 years college chemistry desires any connection with perfume or synthetic house. Address S. W., No. 1239, care of this journal.

#### HELP WANTED

A manufacturer of international reputation will employ a graduate chemist. He must be about thirty and have had at least five years' practical experience in organic analysis and research. If he is not a pharmacist, he must be willing to pursue the necessary studies for a degree. The position offered is permanent and promises a good future for a man capable of honest hard work and original thought. Give full details of your training, experience, employment and salary in your first letter. Address H. W., No. 1238, care of this journal.

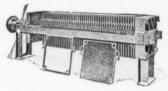
# FOR SALE Established Toilet Goods Trade at an Astonishingly Reasonable Price!

A well reputed and excellent line of American toilet preparations is offered for sale because of sickness of the present owner. It is a going concern. The entire line is up-to-date in every way. As the business of the American made toilet preparations is developing rapidly, this presents indeed a wonderful opportunity for any one to take over an established business. For full particulars regarding this attractive opportunity, address P. O. Box, No. 1235, care of this journal.

# Filter Your Liquid Soap

The quickest and most economical method of filtering Liquid Soap is by means of a

# SHRIVER Filter Press



This method assures a clear, brilliant material which is very attractive.

If you are desirous of learning more about the filtration of liquid soap by means of a filter press—write us. We maintain a Service Bureau for just such a purpose.

#### T. SHRIVER & CO.

890 Hamilton St.,

Harrison, N. J.

The filter cloth used is just as important as the filter press.
We are in a position to supply filter paper or filter cloth especially woven for filter press work, at very close prices.

Ask us to quote on your filter cloth requirements.

# Perfume Vials



of Clear or Striped Glass

> With or without Metal Caps

ERNST RIEGE & CO.

Arnstadt (Thur.) GERMANY

### PENNSYLVANIA COLLAPSIBLE TUBE CO.

Specialists in Small Tubes
PURE TIN ONLY

495 Hepburn Street, Williamsport, Pa.

THE printing on our sample tubes is perfect in every letter. The colors are clear and brilliant. The caps fit easily. These features combine to make our tubes the powerful factor in advertising your product

that you are entitled to expect. If your product recommends itself and sales are growing without disproportionate advertising, you will find samples the least expensive form of advertising measured in terms of new business.





# HENDERSON

TRADE H MARK LABELS

THE ATTACHED ARE A FEW REPRESENTATIVE NUMBERS FROM OUR LINE OF STOCK PERFUME AND TOILET PREPARATION LABELS. WE WILL BE PLEASED TO SEND OUR COMPLETE SAMPLE LINE, WHICH CONSISTS OF AN EXTENSIVE ASSORTMENT OF STYLES AND DESIGNS, FOR \$2.00. THIS AMOUNT TO BE CREDITED ON REGEIPT OF YOUR ORDER. ADDITIONAL INFORMATION ON REQUEST.



THE HENDERSON LITHOGRAPHING CO.



#### 

MODERN plant and organization, equipped with up-to-date machinery and advanced methods find us ideally fitted for the production, lithographically, of an unsurpassed quality of exquisite labels and package dressings for perfume, toilet preparations, soap and kindred lines.

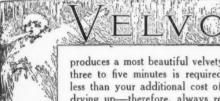
The great number of years which we have specialized in and devoted to the perfection of lithography of a superior character, insures every order which is entrusted to us, of expert attention from its inception until completion.

Our Service Department is at your disposal for the submission of quotations and such other information as you may desire in connection with your requirements.



# The Henderson Lithographing Company

Station H, Cincinnati, Ohio, U.S.A.



### FROSTING LIQUID

produces a most beautiful velvety, frosted clear finish—a very simple process—immersion from three to five minutes is required—no expense to install plant—cost of frosting at least 75% less than your additional cost of frosted bottles-process is absolutely non-hazardous and no drying up-therefore, always ready for use.

Special prices on contract.

Trial quarts, \$3.00; Single gallons, \$7.50; 10 gallons or more, per gal., \$6.00 Packing Charges Extra.

L. REUSCHE & CO., 34 Union Square East, New York City

# For Cold Creams SNOWFLAKE White Beeswax is Best

Pure white, bleached and refined by our new process. Is unequalled for the manufacture of the highest quality cold cream, cosmetics, etc.

> SNOWFLAKE WHITE BEESWAX CERESINE RUSSIAN WHITE OIL PARAFFINE, HIGH GRADE

**SPERMACETI** STEARIC ACID

Write for Samples and Prices

E. A. BROMUND CO. 258 Broadway, New York, N. Y.

Frank B. Tracy, Agent, 8 So. Dearborn St., Chicago, Ill. C. L. Iorns, Agent, 826 Clark Ave., St. Louis, Mo. Factory: Elmsford, N. Y. The Raymond Company, 149 California Street, San Francisco, Calif.

#### COLLAPSIBLE TIN AND LEAD TUBES

Plain and Decorated

Sprinkler Tops, Essential Oil Cans, Screw Caps

We are not large advertisers—you get the benefit in prices WRITE FOR SAMPLES AND PRICES

CONSOLIDATED FRUIT JAR CO.

ESTABLISHED 1858

NEW BRUNSWICK, N. J.

# Absolute Brilliancy Increases Sales SEITZ ASBESTOS FILTERS

GRAVITY and PRESSURE MODELS—ALL SIZES—AUTOMATIC

Ideal for

Perfumes, Toilet Waters, Hair Tonics, Pharmaceuticals, Flavoring Extracts, Etc. Write for Full Particulars

PHILIPP WIRTH

12 East 15th St. NEW YORK, N. Y. Phone: Stuy. 1180



# Would a More Critical Standard of Manufacture Win Greater Sales for You?

Cologne spirits seem to be "good enough" for the average perfumer. The slight odor he regards as unavoidable; the risk of deterioration due to possible impurities is to be accepted.

Is there to be nothing in the perfumer's art except greater and ever greater skill in selling? Are the mounting selling costs of today to become still more stupendous tomorrow?

Or will the great commercial perfumers, following the lead of some of the greatest authorities in perfuming, rely in some measure upon a more critical standard of manufacture?

C. P. 96% Alcohol is a better alcohol for perfumers than ordinary

cologne spirits. It is absolutely neutral and odorless. It is free from aldehydes, fusel oil and all other congenerics of ordinary alcohol. It does make a better perfume.

Of course it costs more than cologne spirits. But the slight increase in manufacturing cost provides some very interesting new selling points and (to critics) the resulting product is far superior.

Some of the very finest perfumes made in America today incorporate C. P. 96% Alcohol. We believe that better sales would attend a still wider use. Our research laboratories will supply samples and complete information to all who may be interested.

#### U. S. INDUSTRIAL CHEMICAL CO.

Executive Offices: 110 E. 42nd St., New York

Sales Offices and Warehouses

BALTIMORE
So. Baltimore
Boston
131 Beverly St., Boston, 14, Mass.
BUFFALO
4th & Jersey Sts.
CHICAGO
3652 Archer Avenue

CINCINNATI
4609 Eastern Ave.
CLEVELAND
Perry Payne Building
DETROIT
Union Trust Bldg.
KANSAS CITY
1409 W. 10th St.

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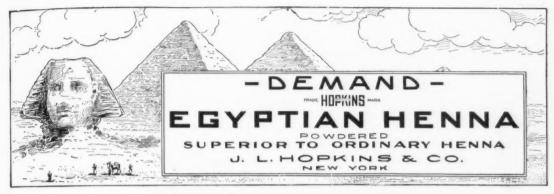
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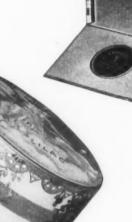
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